NEW

ALL ABOUT HISTORY

FIRST LADIES

CELEBRATING AMERICA'S MOST INFLUENTIAL WOMEN

1776-2019
From Martha Washington to Melania Trump

Digital Edition

FUTURE
FIRST EDITION

POLITICAL PIONEERS • SECRETS & SCANDALS • THE FIRST FEMALE PRESIDENT

FIRST LADIES

CELEBRATING AMERICA'S MOST INFLUENTIAL WOMEN

Discover the lives of the incredible people who have served their country as First Lady of the United States.

For more than 200 years, the wives of Presidents have been thrust into the spotlight on the world stage. While the First Lady is unelected and has no official powers, she has the ear of President and is his closest confidante. Some First Ladies have been happy just to play the perfect hostess, but others – such as Abigail Adams or Eleanor Roosevelt – made sure their voices were heard.

Many First Ladies remain popular long after their husbands have left office, whether it be for their activism, careers, or even their fashion. The likes of Jackie Kennedy and Michelle Obama were catapulted to celebrity status, while Hillary Clinton went on to become a political powerhouse in her own right.

This book reveals the challenges and accomplishments of America's most influential First Ladies, from Martha Washington to Melania Trump.

FUTURE

FIRST LADIES

CELEBRATING AMERICA'S MOST INFLUENTIAL WOMEN

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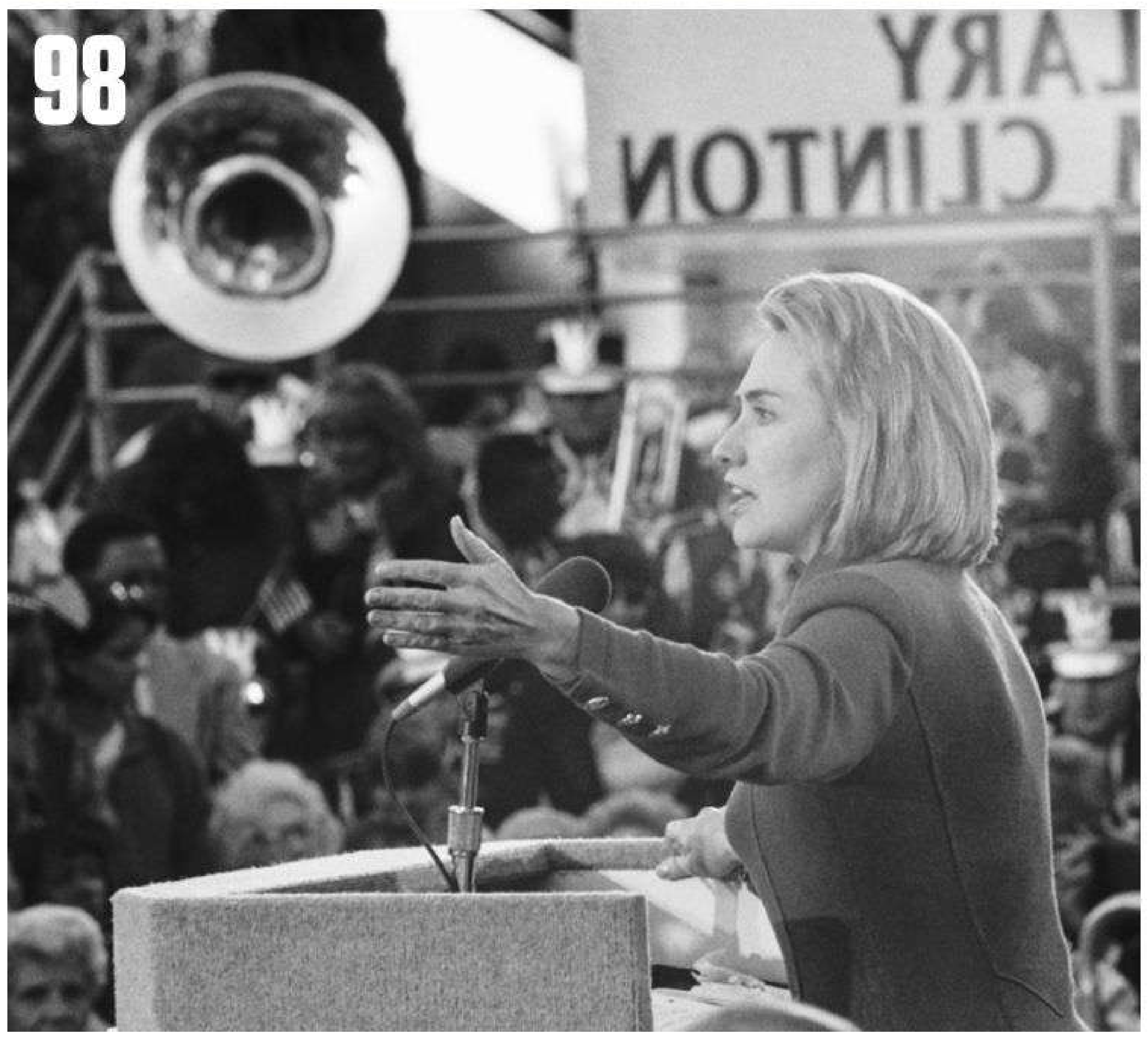
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Life as First Lady

10 First Ladies through history

18 Becoming First Lady

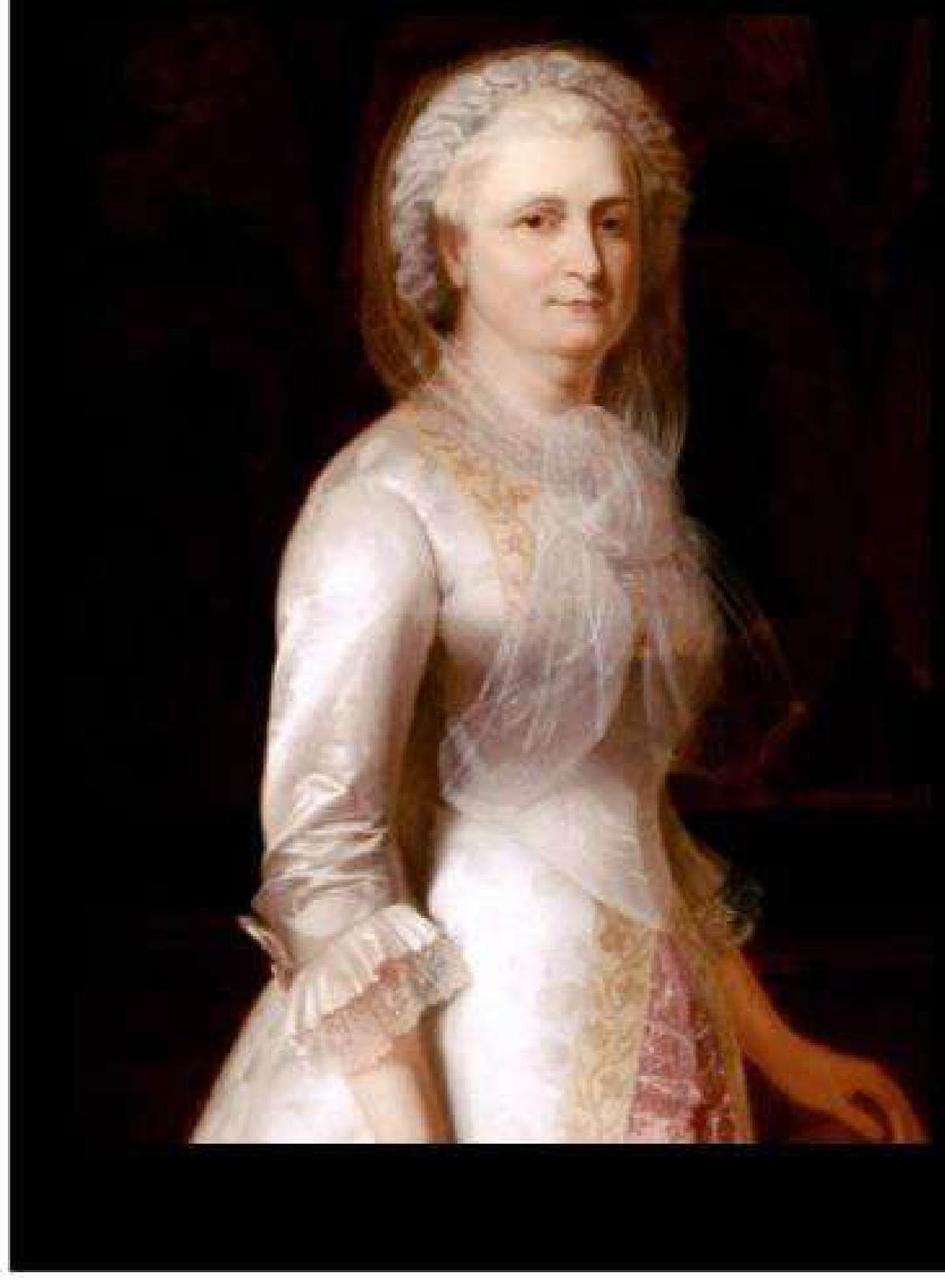
20 White House wisdom: role requirements

FIRST LADIES THROUGH HISTORY

From Martha to Melania, meet the women who have helped run the most powerful office in the world

MARTHA WASHINGTON

POTUS: GEORGE WASHINGTON

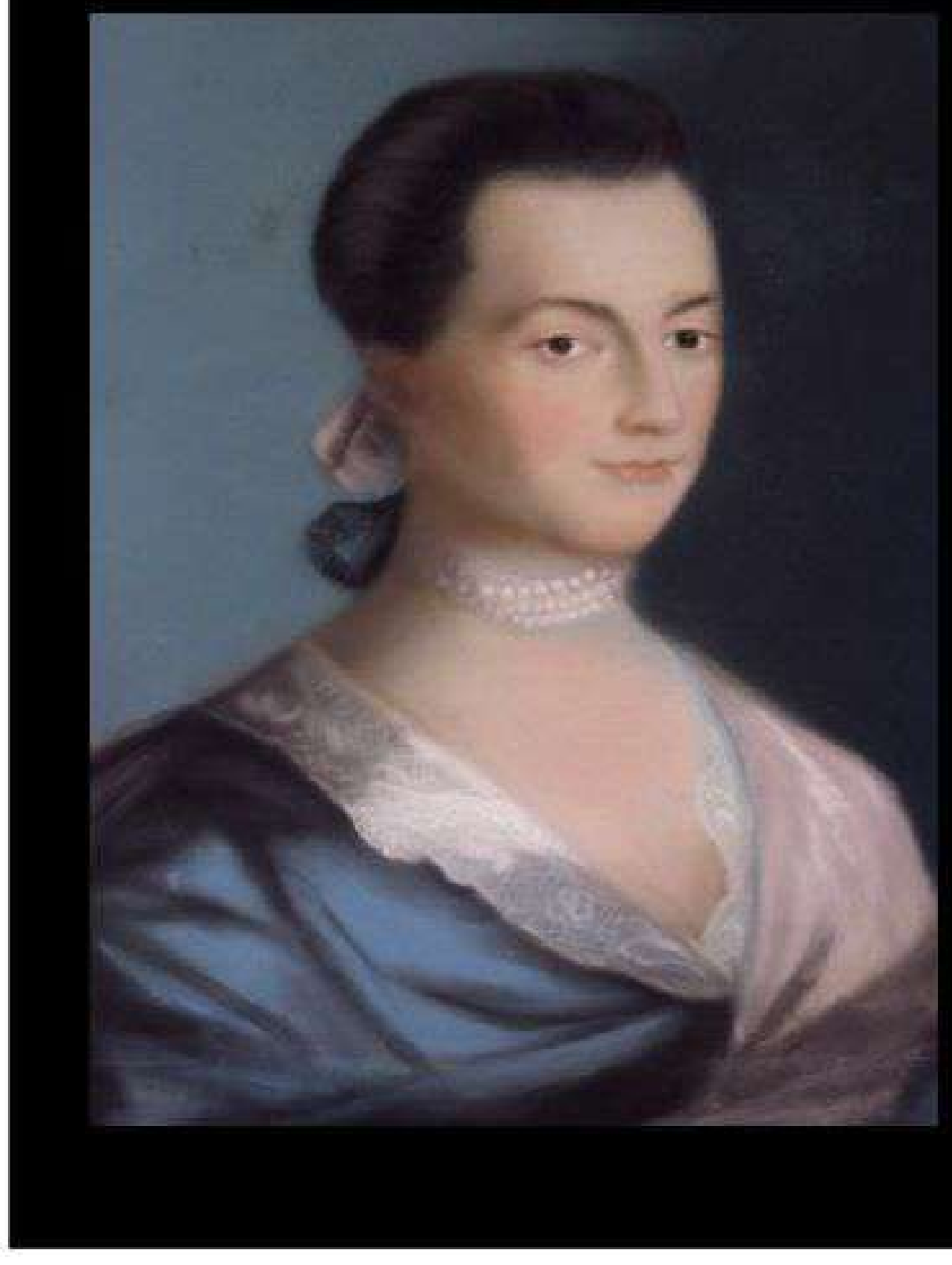


As the very first First Lady, Martha didn't actually have an official title at all. Nor did she particularly want the role, thought she set her doubts aside to become an able and respected ally of George Washington. Martha hosted many social events at their homes in the temporary capitals of New York and Philadelphia.

1789-1797

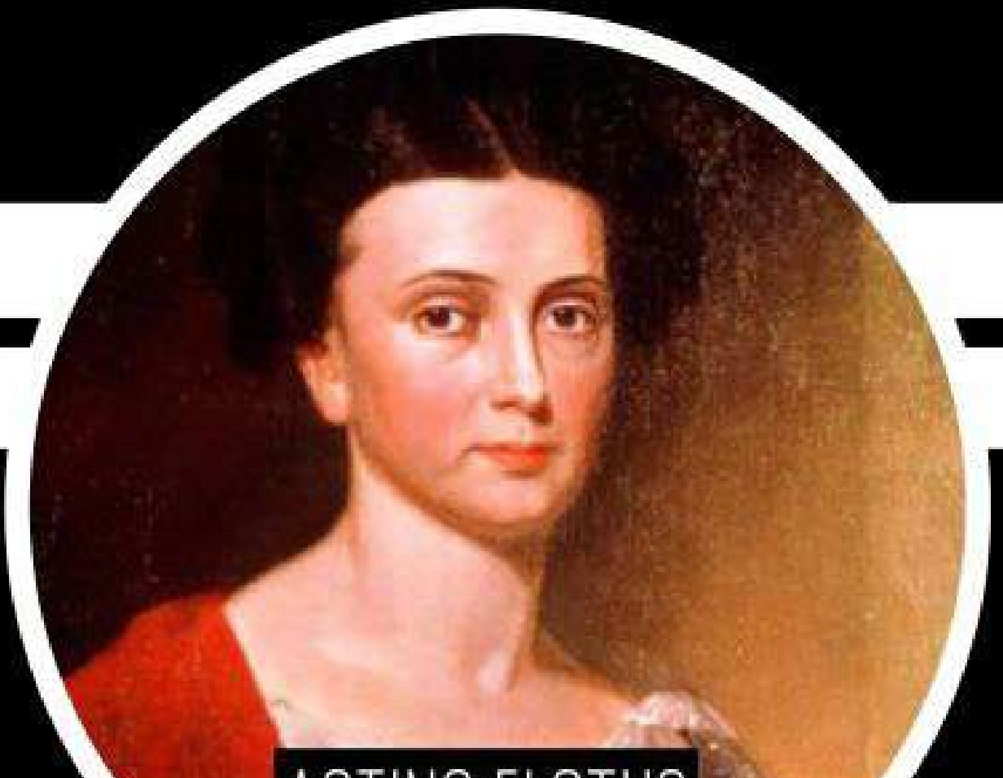
ABIGAIL ADAMS

POTUS: JOHN ADAMS



Unlike her predecessor, Abigail Adams was so deeply involved in the political world that she was known as Mrs President. She was the first FLOTUS to live at the White House and proved to be an able spin doctor, planting favourable stories whenever her husband's popularity waned.

1797-1801



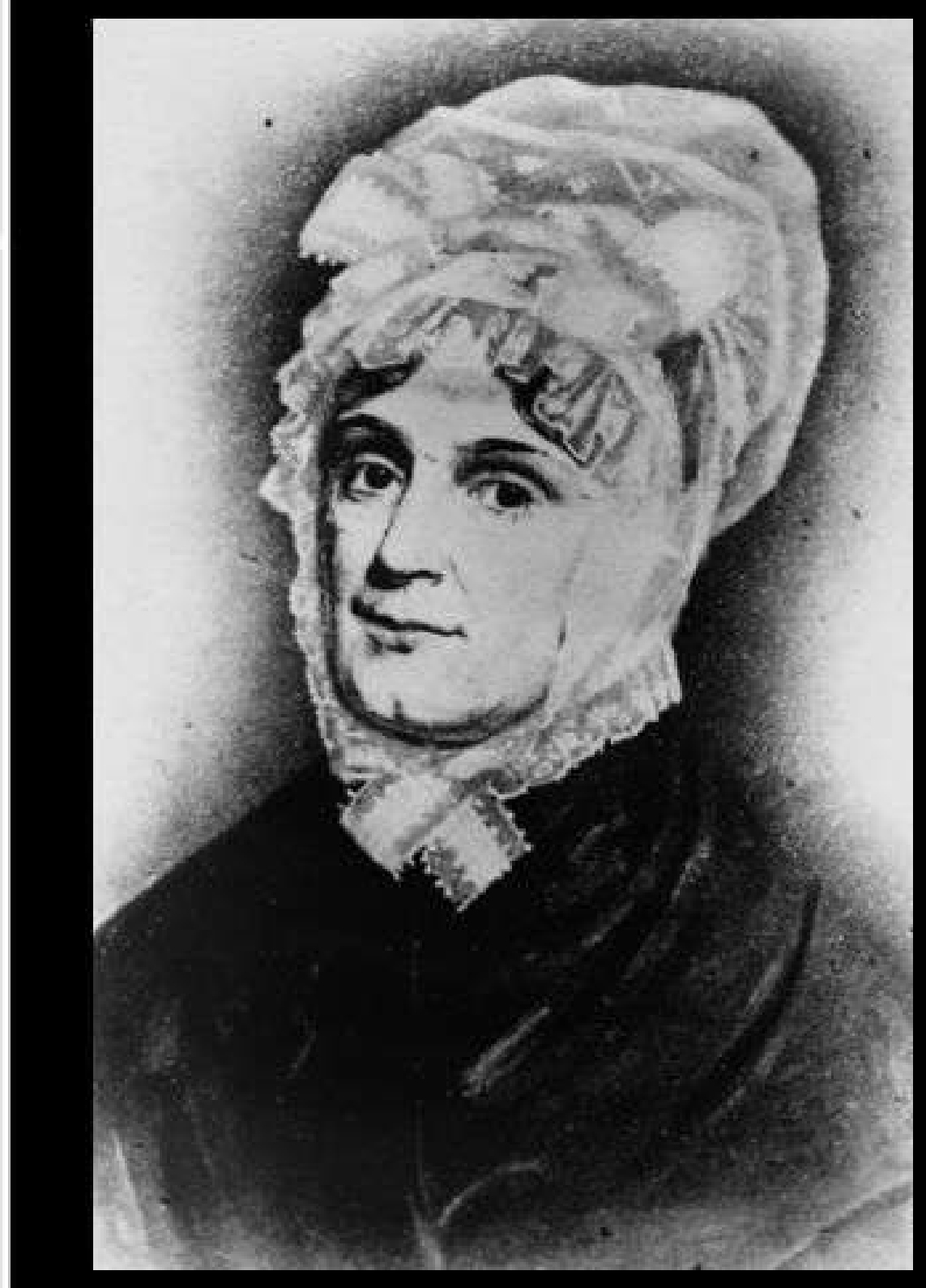
ACTING FLOTUS

JANE HARRISON

President's daughter-in-law

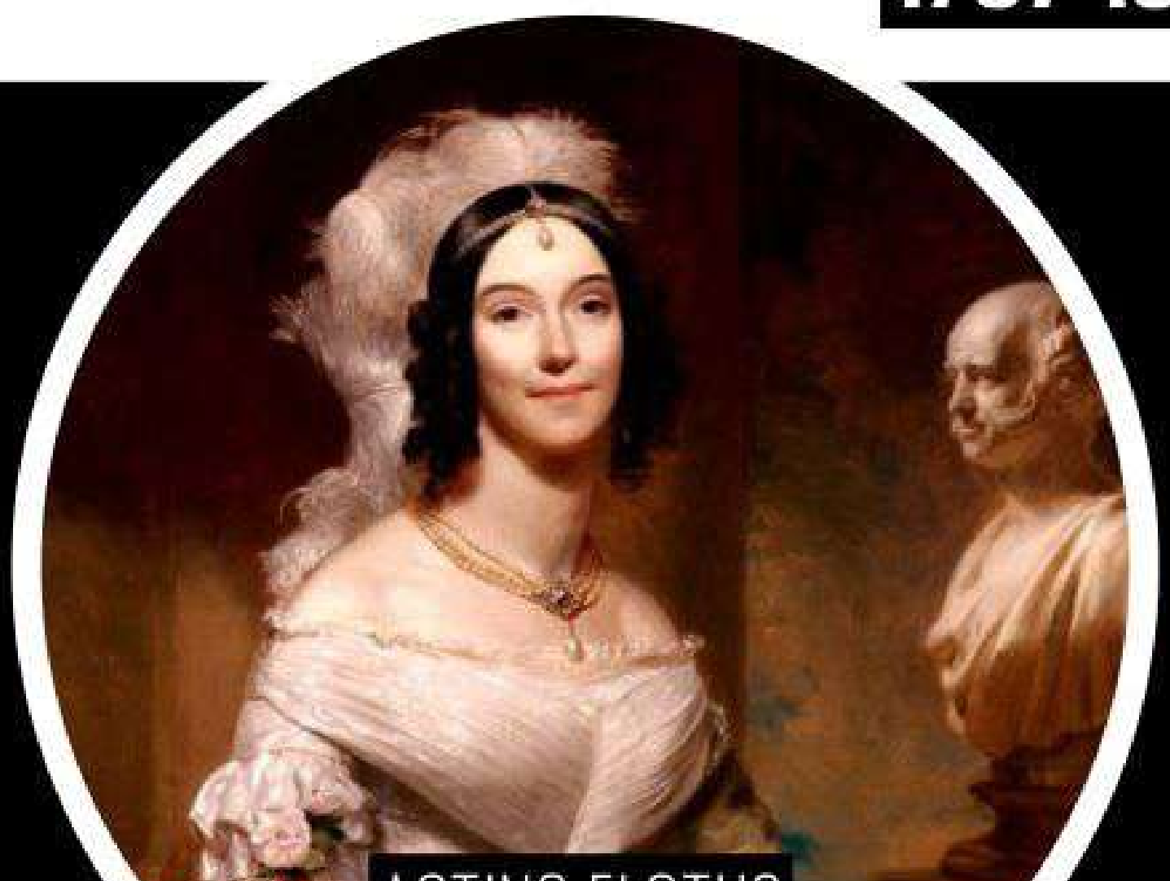
ANNA HARRISON

POTUS: WILLIAM HENRY HARRISON



Anna Harrison was the shortest serving FLOTUS and the first to be widowed mid-term. Laid low by illness her daughter-in-law, Jane Irwin Harrison, took her place at official functions but President Harrison died just one month into his term, before Anna reached the White House.

1841



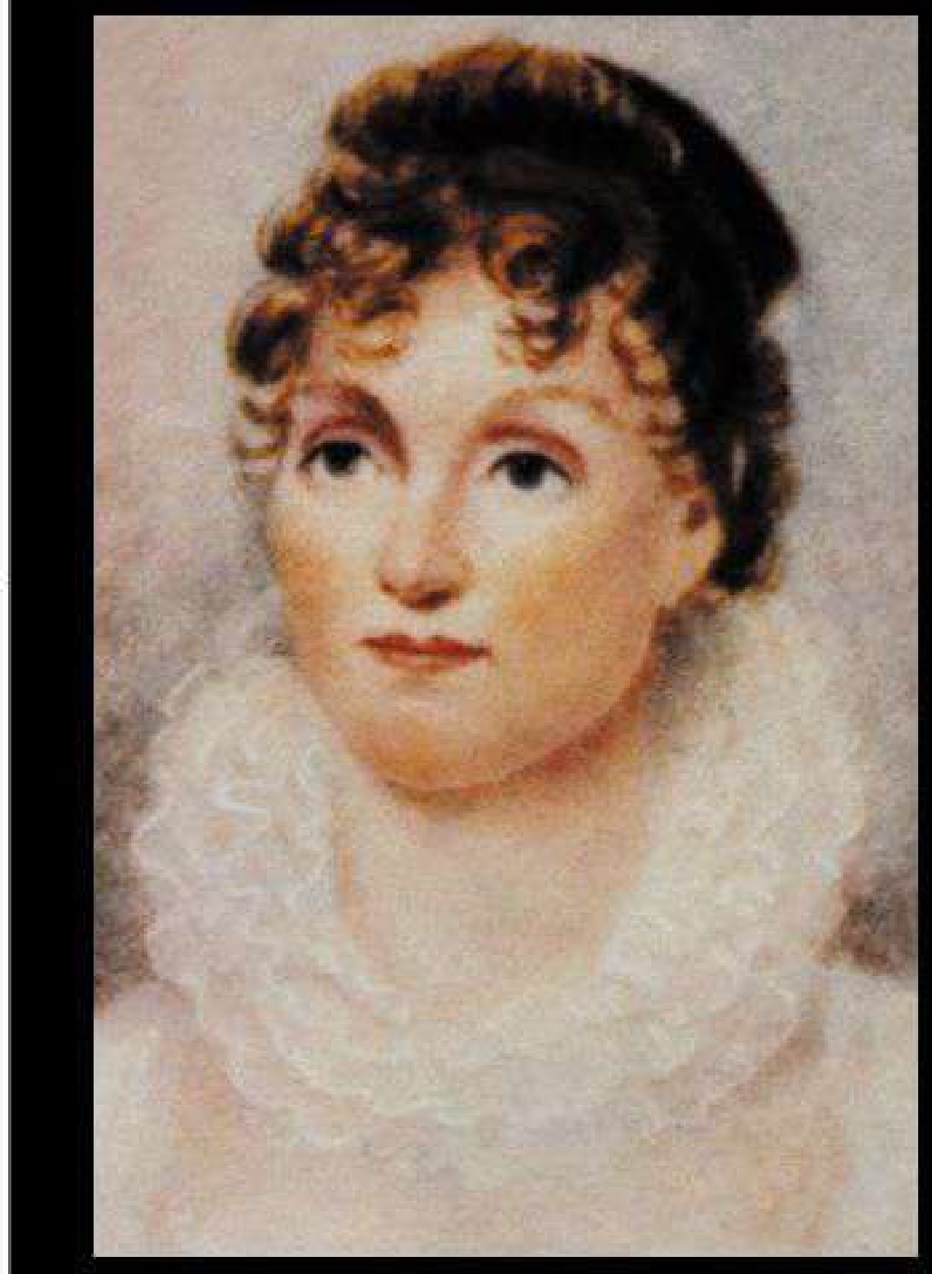
ACTING FLOTUS

ANGELICA VAN BUREN

President's daughter-in-law

HANNAH VAN BUREN

POTUS: MARTIN VAN BUREN

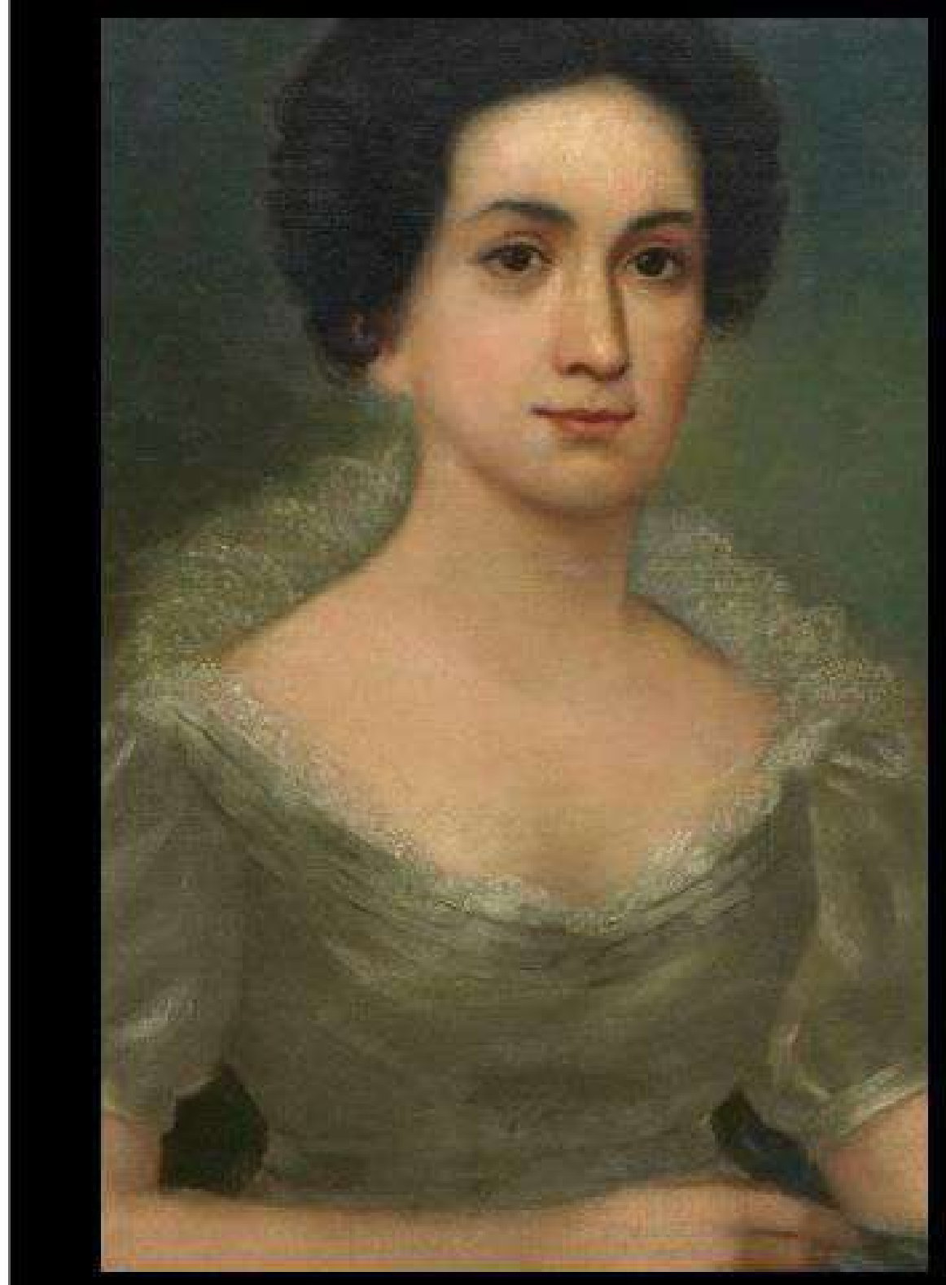


Hannah Van Buren died in 1819 from tuberculosis, so her husband had been a widower for nearly two decades before he was elected President. Martin Van Buren's daughter-in-law, Angelica, stepped into the breach and proved to be an accomplished and popular First Lady.

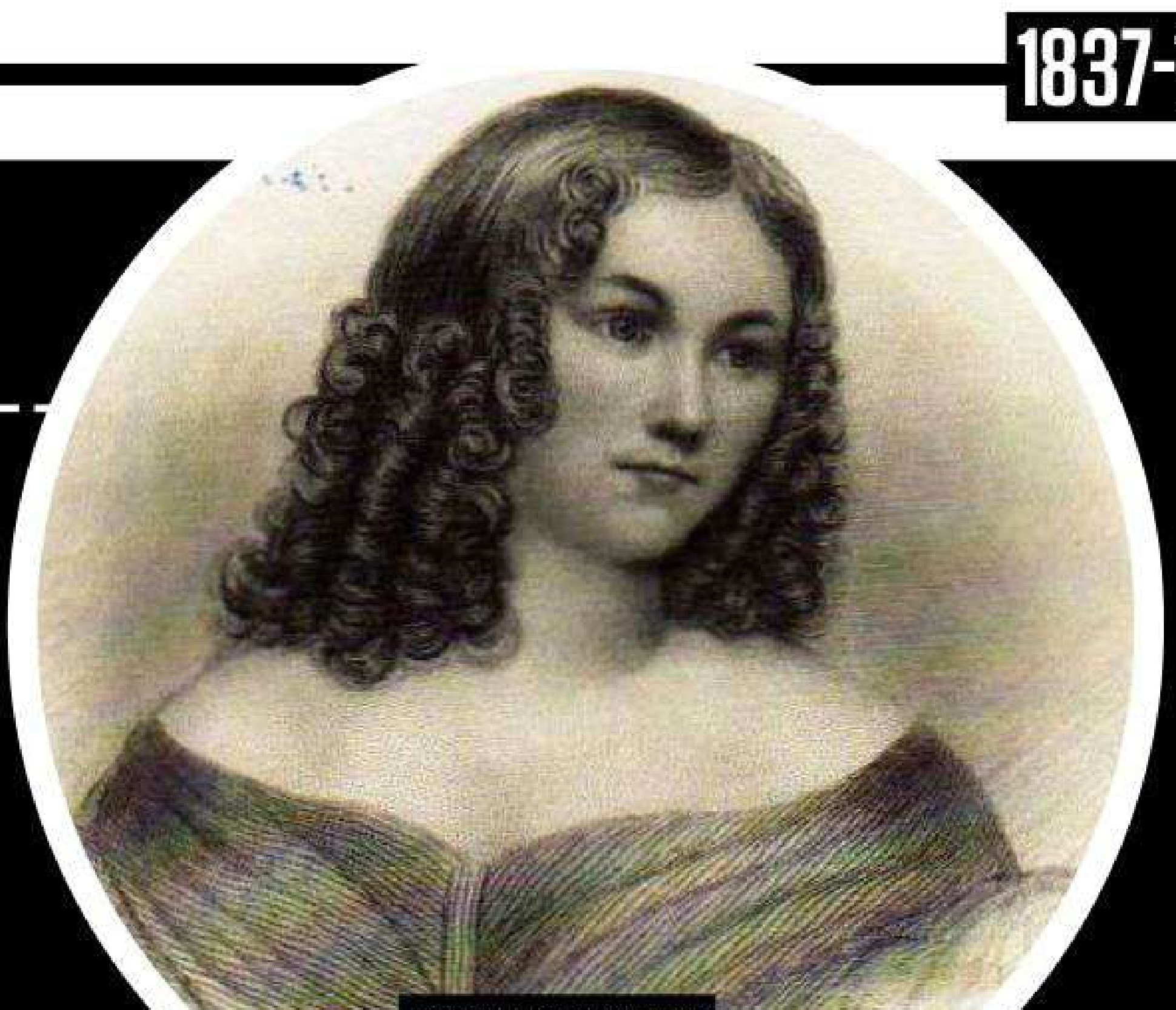
1837-1841

LETITIA TYLER

POTUS: JOHN TYLER



Letitia Tyler died in 1842 during her second year in the White House, leaving her daughter-in-law, Priscilla Cooper Tyler, to take her place. Priscilla became the first First Lady to travel as an official member of the Presidential retinue.



ACTING FLOTUS

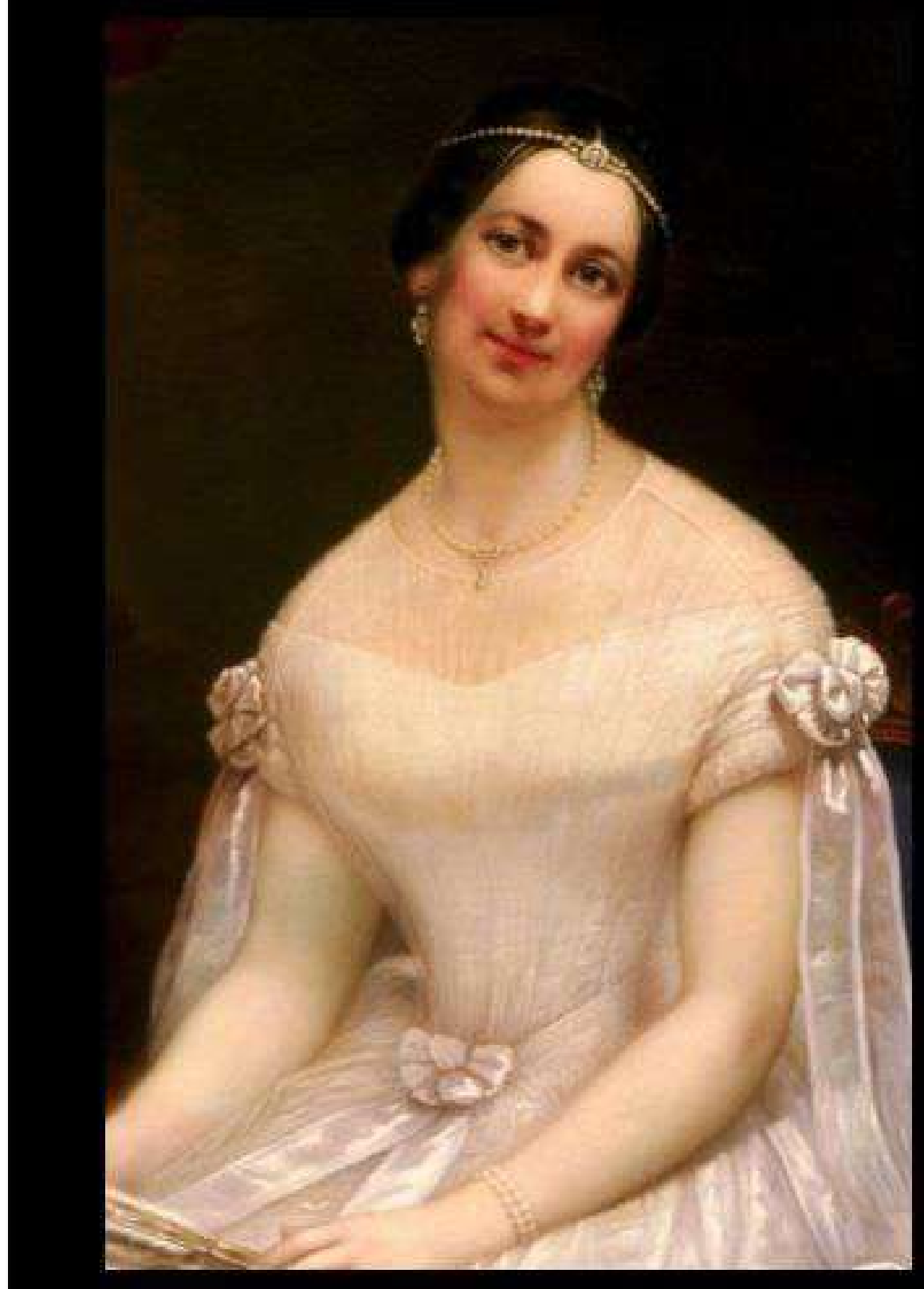
PRISCILLA TYLER

President's daughter-in-law

1841-1844

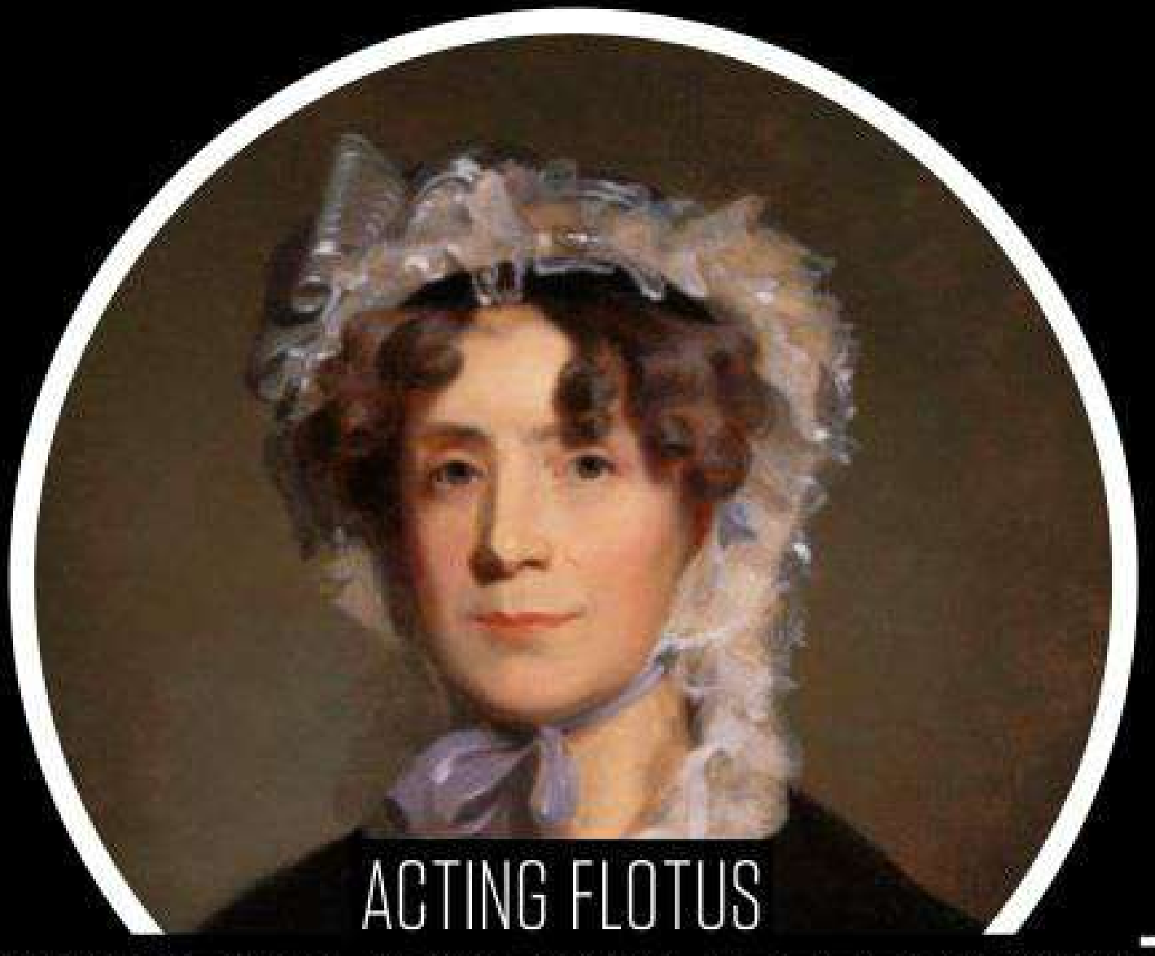
JULIA TYLER

POTUS: JOHN TYLER



Thirty years her husband's junior, Julia became President Tyler's second wife during the last year of his term. Though she enjoyed her short time as FLOTUS, she was just as happy to accompany her husband into a tranquil retirement.

1844-1845



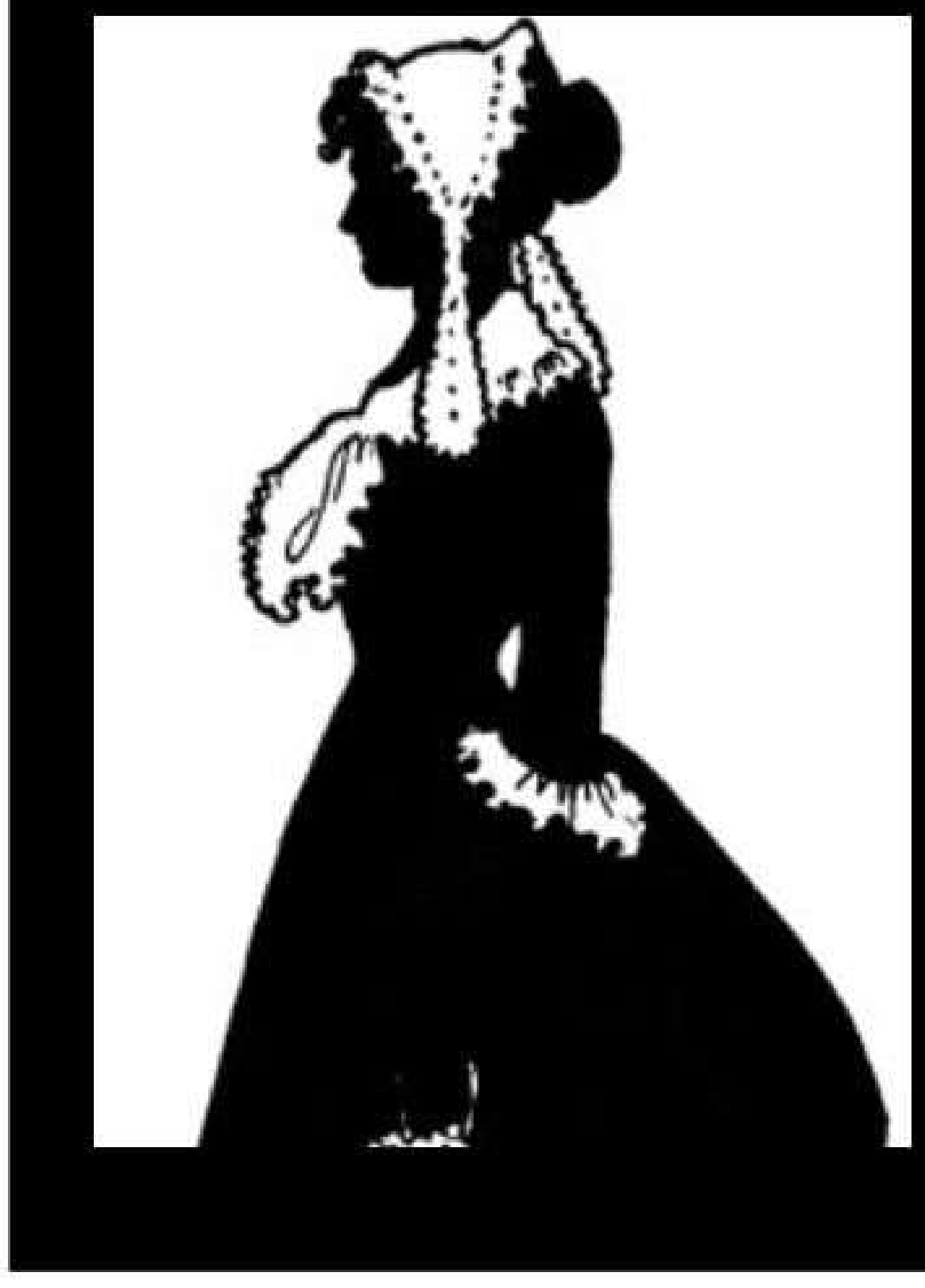
ACTING FLOTUS

MARTHA 'PATSY' JEFFERSON

President's daughter

MARTHA JEFFERSON

POTUS: THOMAS JEFFERSON

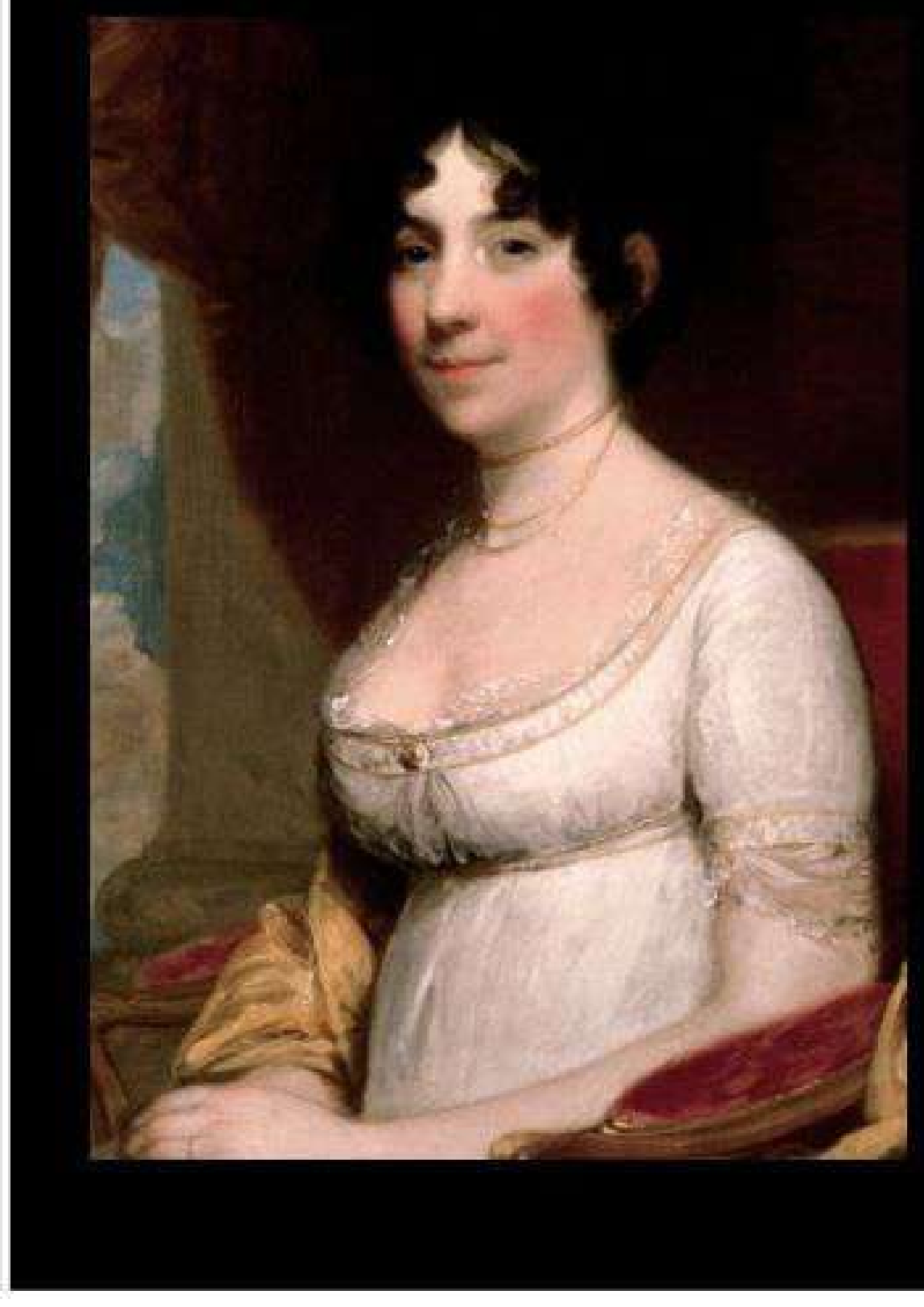


Martha Jefferson died 19 years before her husband became President. The couple's eldest daughter, Patsy, performed the duties expected of First Lady. Martha asked Jefferson never to marry again and he agreed, leaving Patsy to serve as his nurse in his declining years.

1801-1809

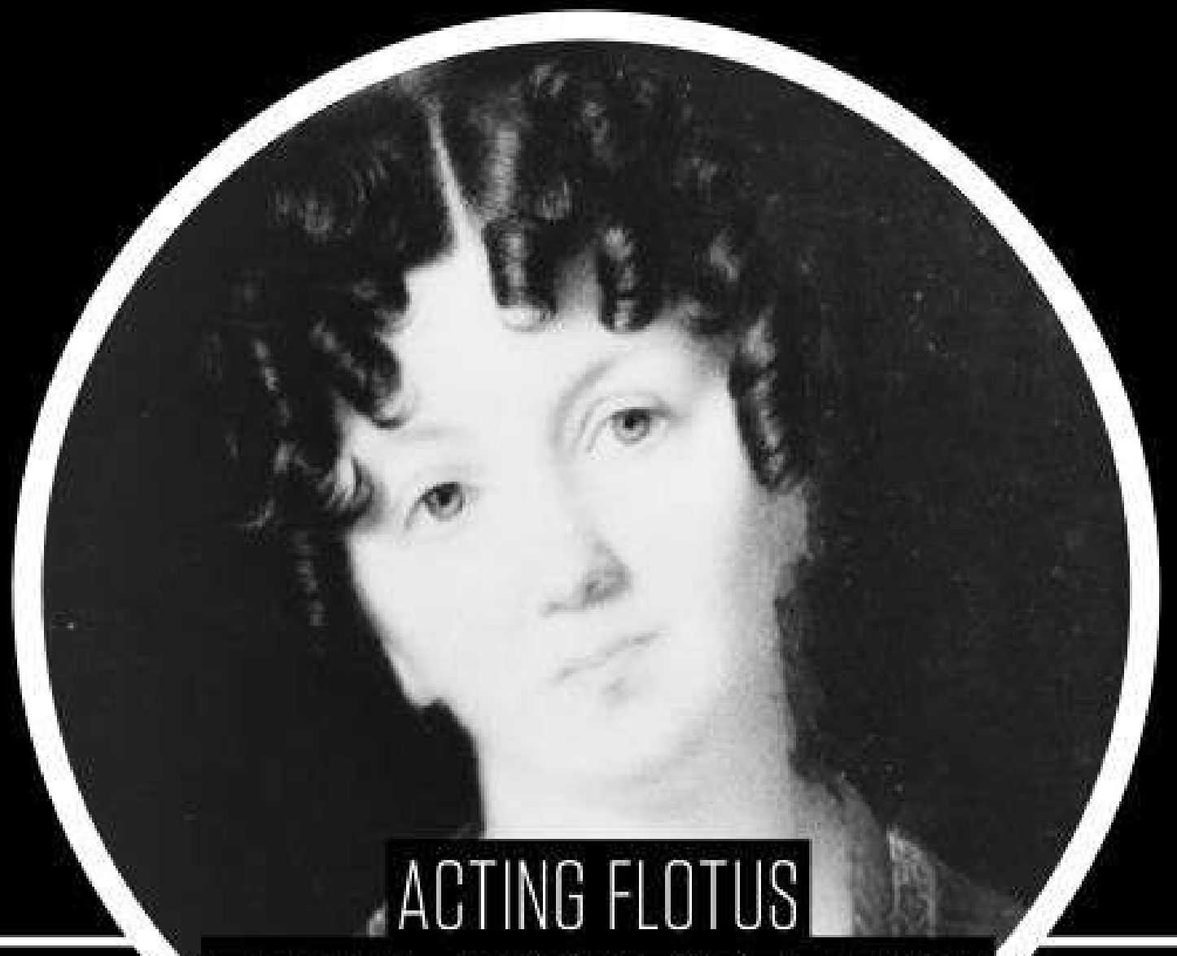
DOLLEY MADISON

POTUS: JAMES MADISON



Glamorous Dolley was known for her glittering social functions and the emphasis she placed on political cooperation. Hugely popular with the public, she saved her husband's papers and the famed Lansdowne portrait of Washington for the nation.

1809-1817



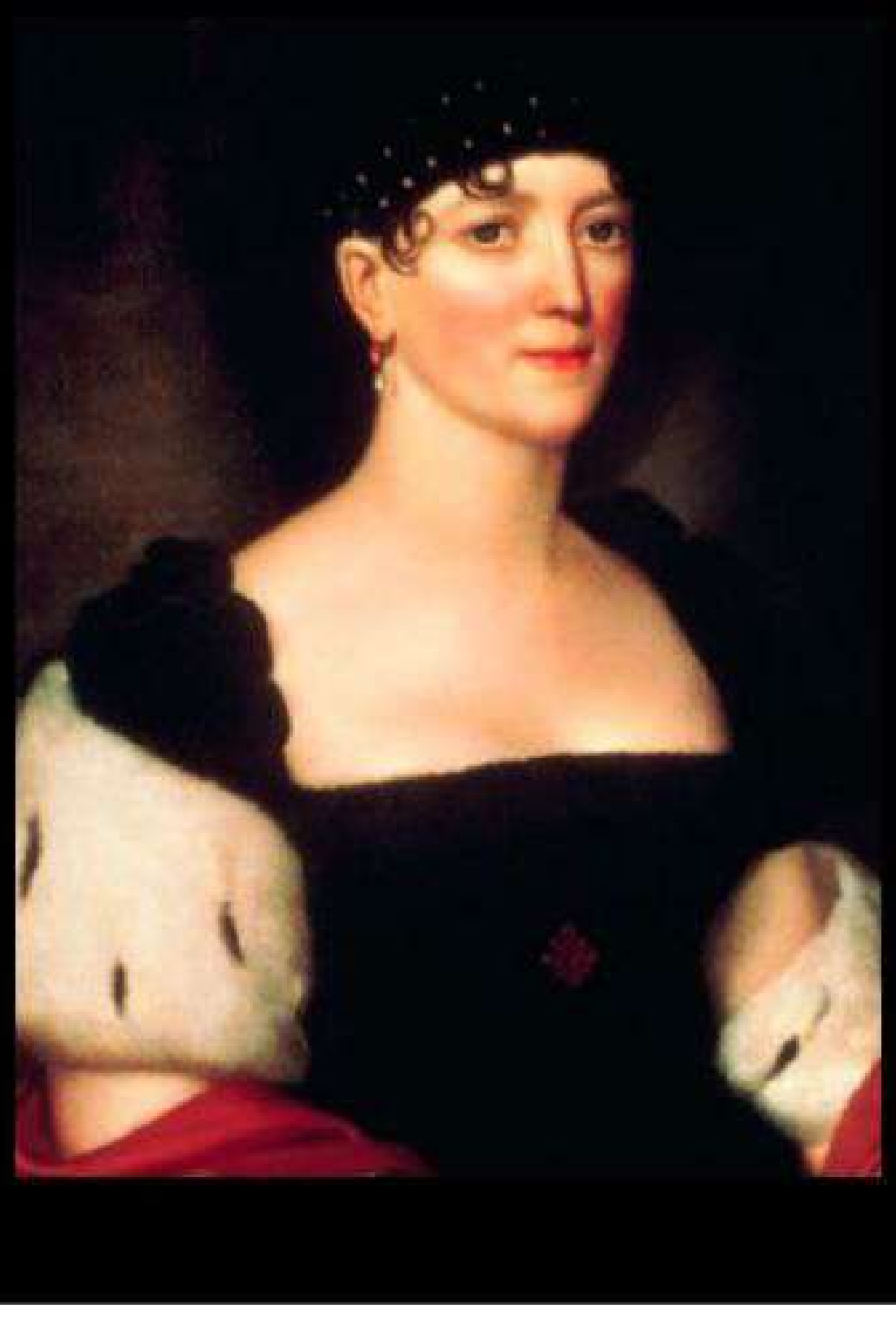
ACTING FLOTUS

ELIZA MONROE HAY

President's daughter

ELIZABETH MONROE

POTUS: JAMES MONROE

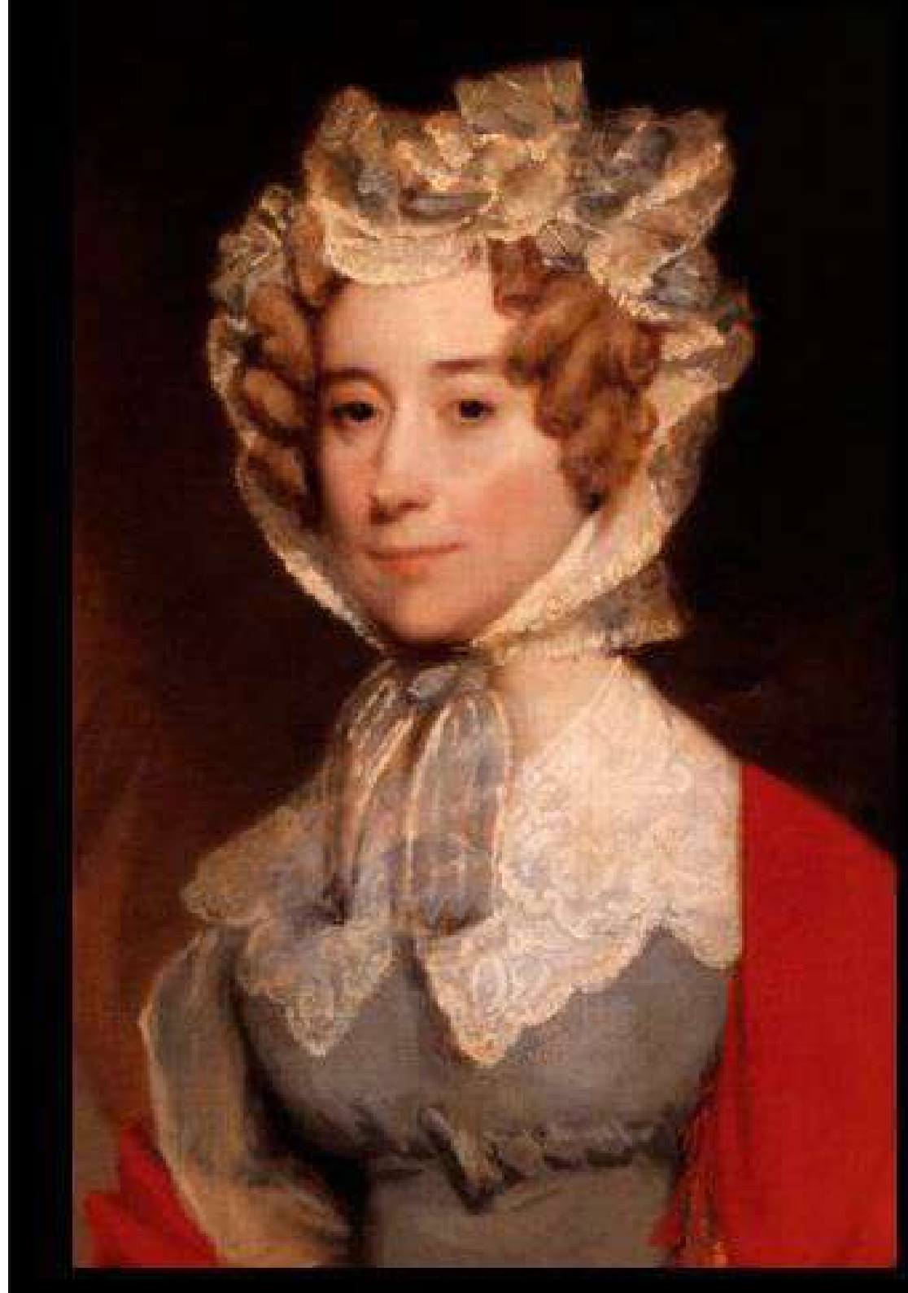


Elizabeth's health was so poor that most of her official duties were assumed by her daughter, Eliza. Both women were seen as elitist and snobbish, which did nothing to endear them to the American public.

1817-1825

LOUISA ADAMS

POTUS: JOHN QUINCY ADAMS

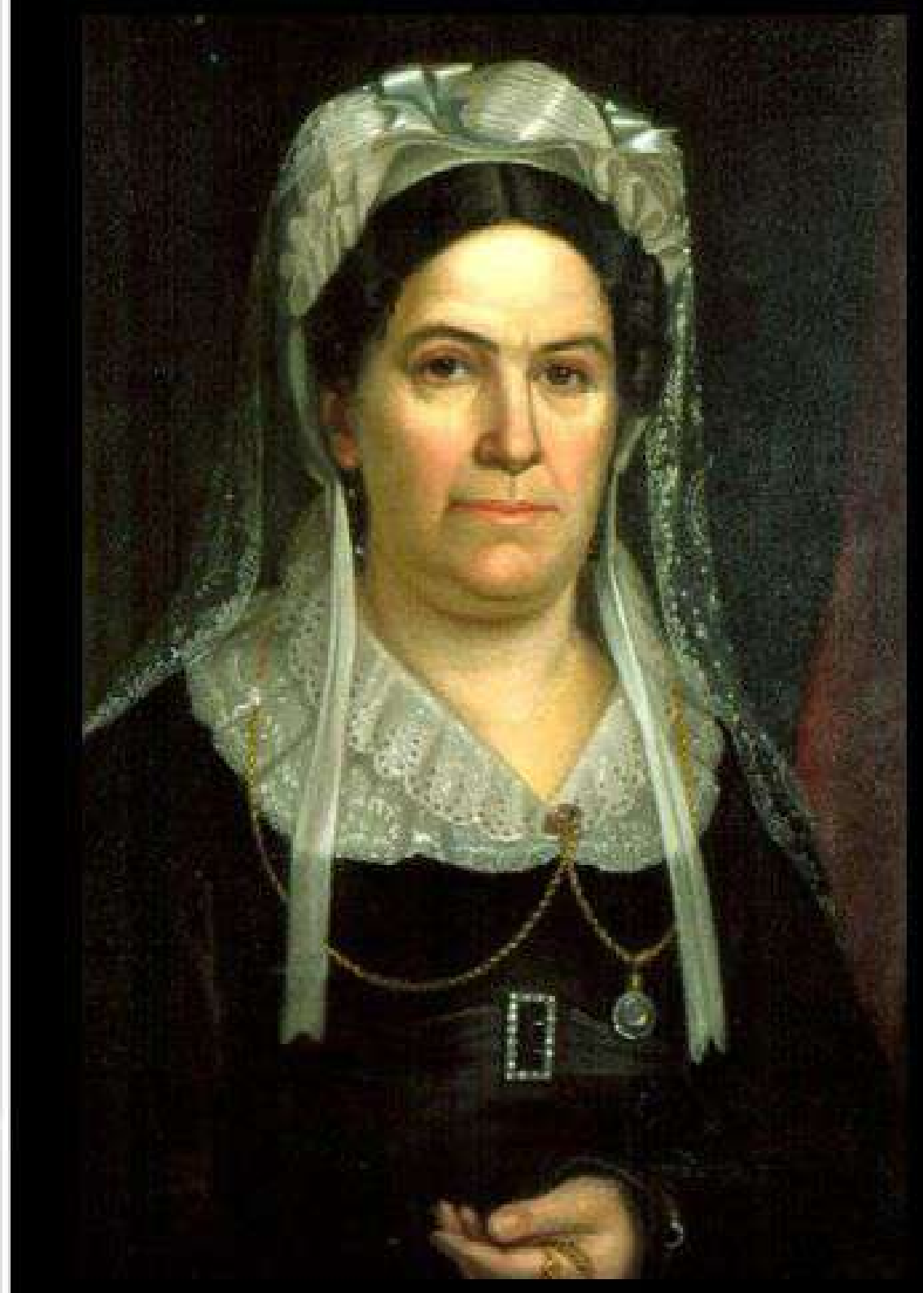


Louisa struggled with depression and marital discord, and she preferred solitude and peace to social engagements. Despite this, Louisa's funeral was the first time that Congress adjourned to show its respect for the death of a woman.

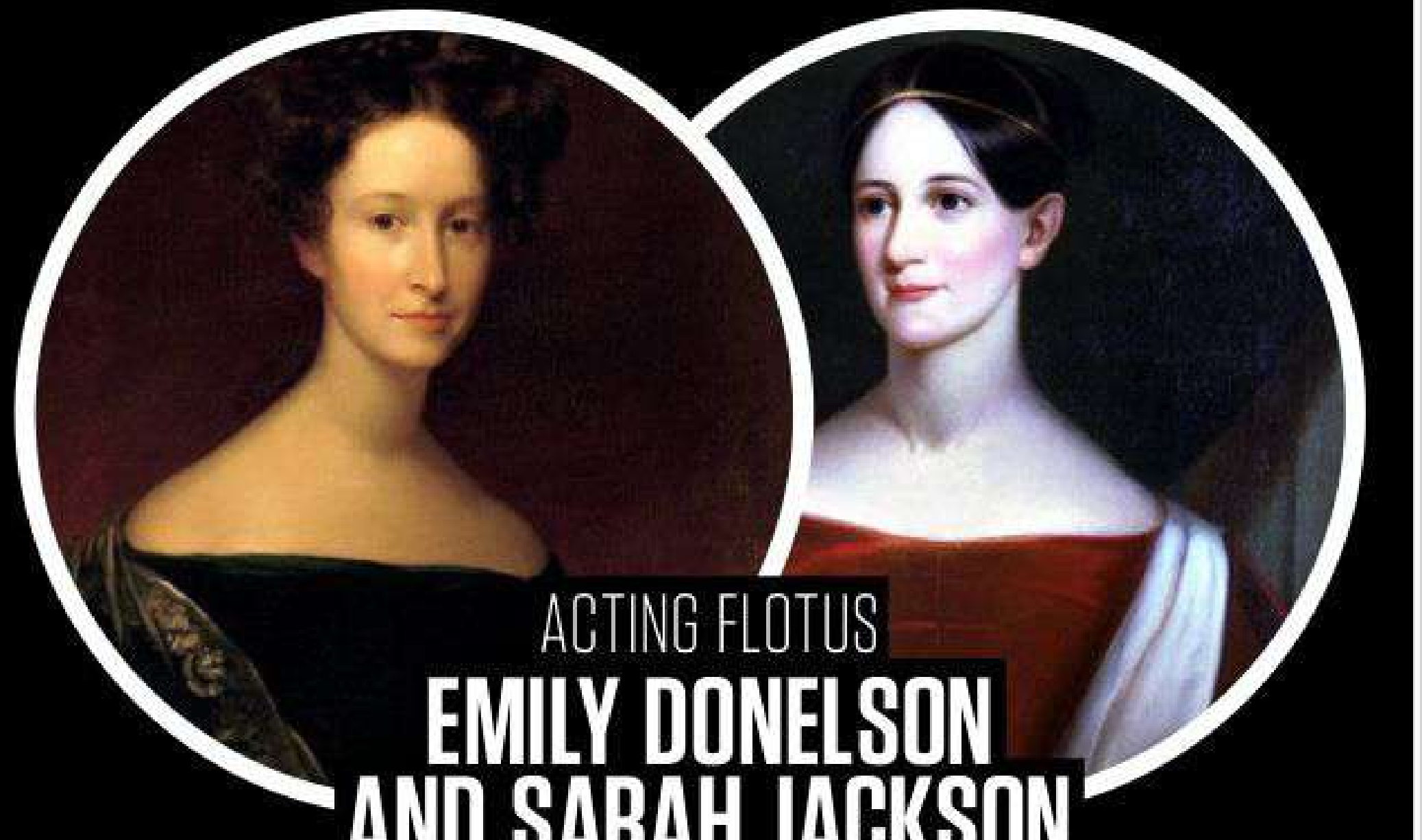
1825-1829

RACHEL JACKSON

POTUS: ANDREW JACKSON



Rachel Jackson died just weeks after the election, so her niece, Emily Donelson, stepped in as First Lady. After Emily left (when Jackson refused to ostracise a minister's wife suspected of having an extramarital affair) Jackson's daughter-in-law, Sarah Yorke Jackson, assumed the role in 1934.



ACTING FLOTUS

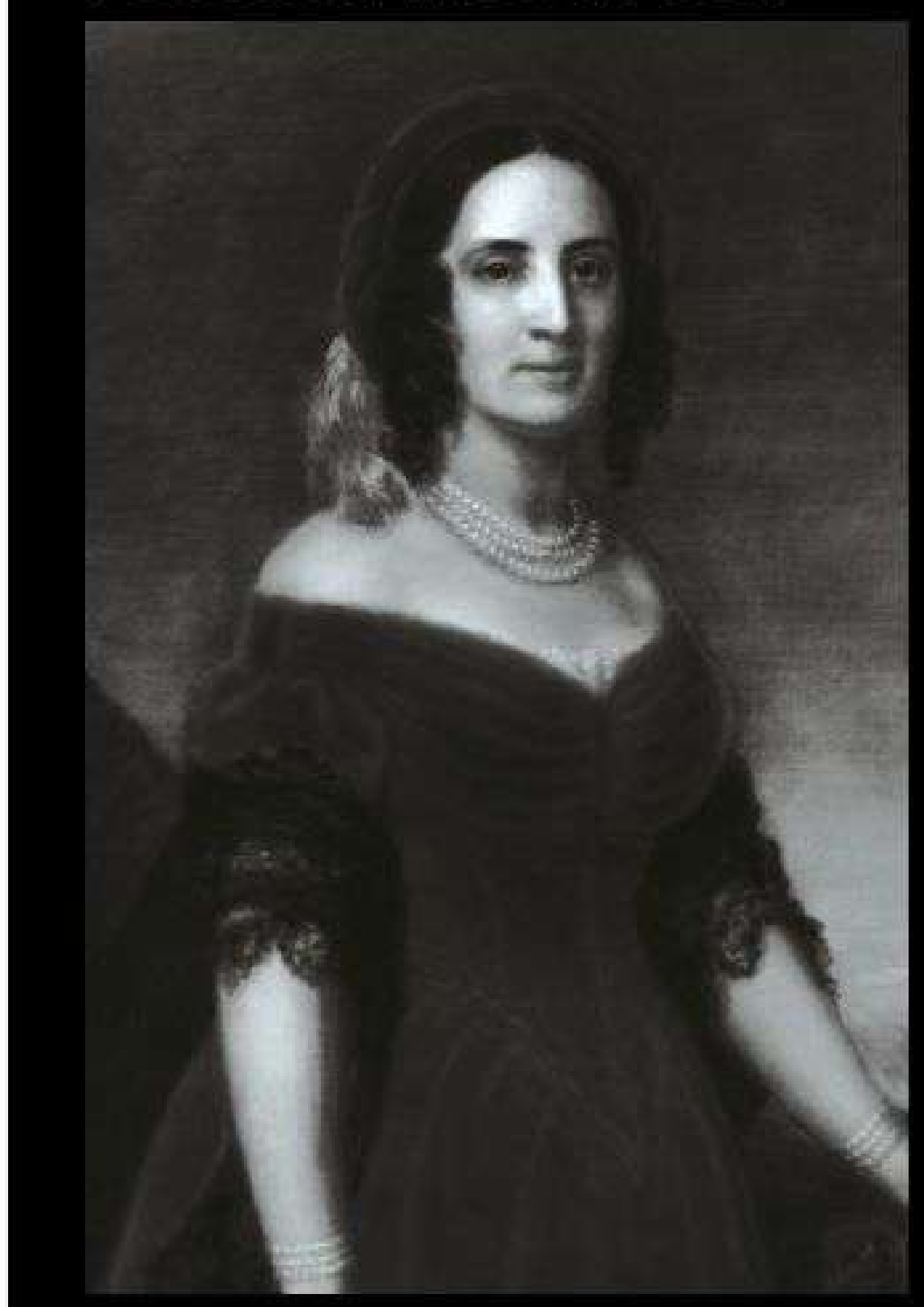
EMILY DONELSON AND SARAH JACKSON

First Lady's niece and daughter-in-law respectively

1829-1837

SARAH POLK

POTUS: JAMES K POLK

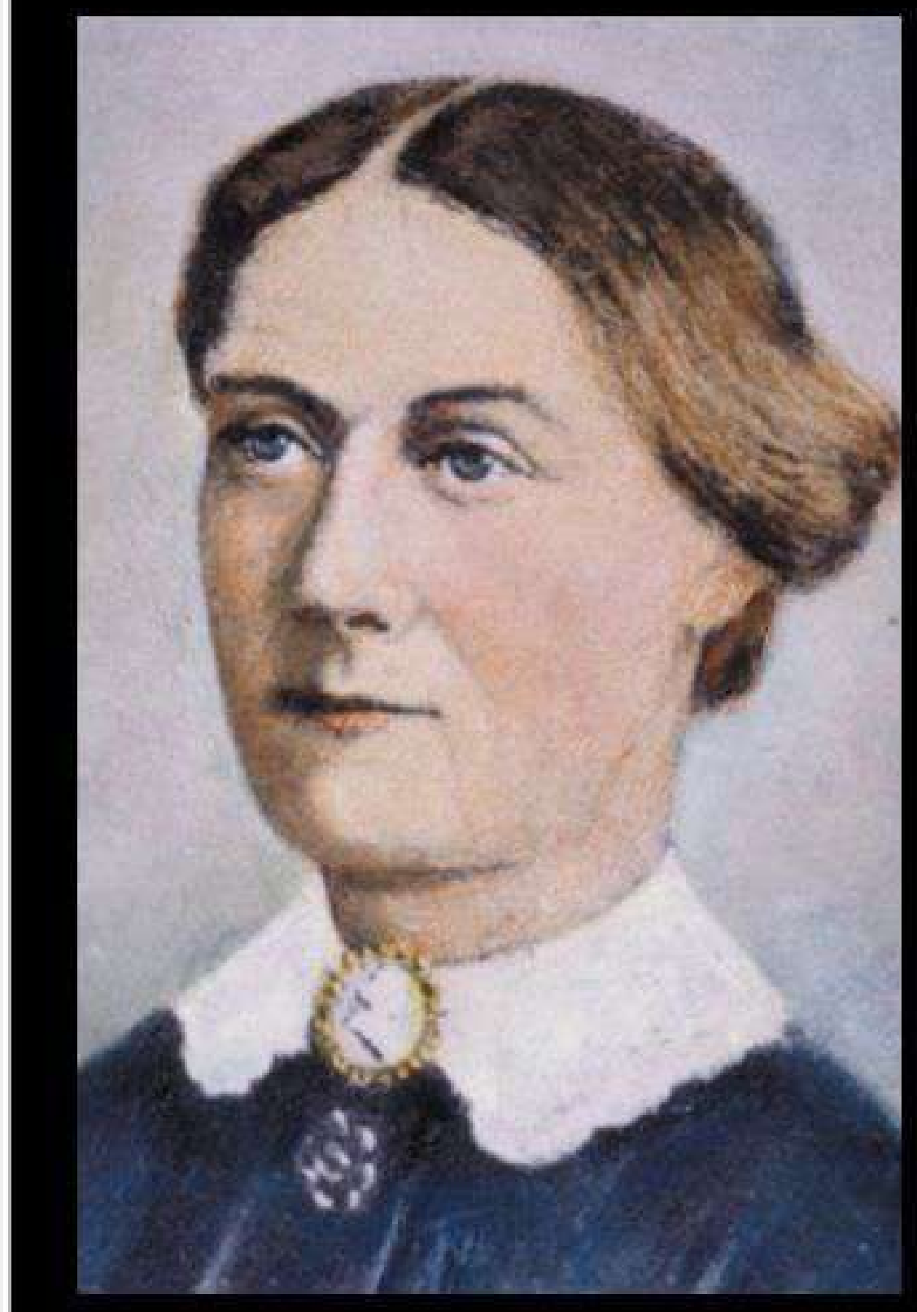


Whether writing speeches, advising on policy or banning booze and dancing from White House events, Sarah Polk was a FLOTUS to be reckoned with. She was a devout Presbyterian, and seemed to be the polar opposite to her flighty, fun-loving predecessor.

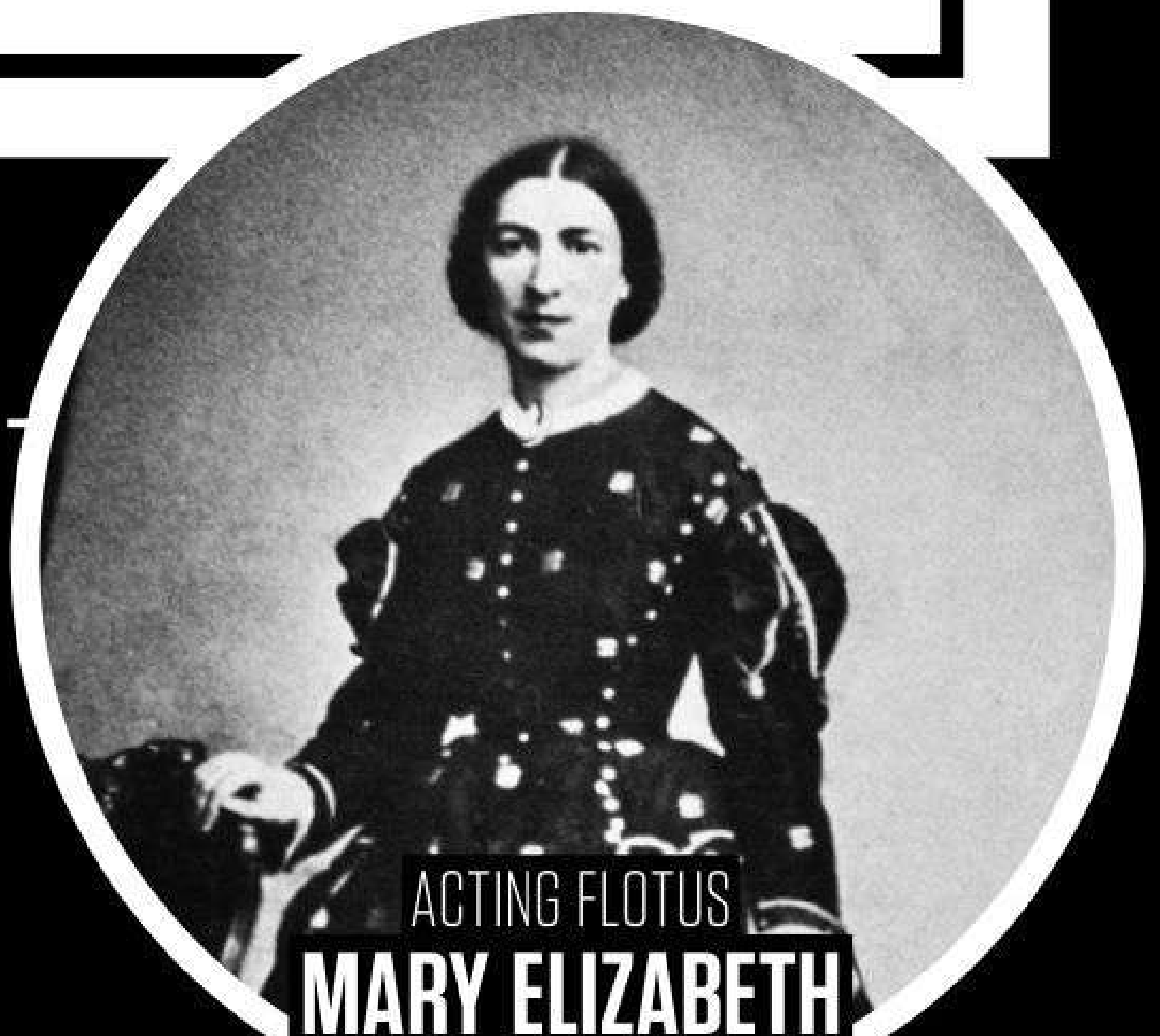
1845-1849

MARGARET 'PEGGY' TAYLOR

POTUS: ZACHARY TAYLOR



Tired of traipsing after her soldier husband, Zachary, Margaret Taylor prayed fruitlessly that he would lose the election. Exhausted, she took to her bed and handed her duties to her daughter, Mary Elizabeth, known as Betty. Fresh-faced and unaffected, Betty became a popular figure with dignitaries and public alike.



ACTING FLOTUS

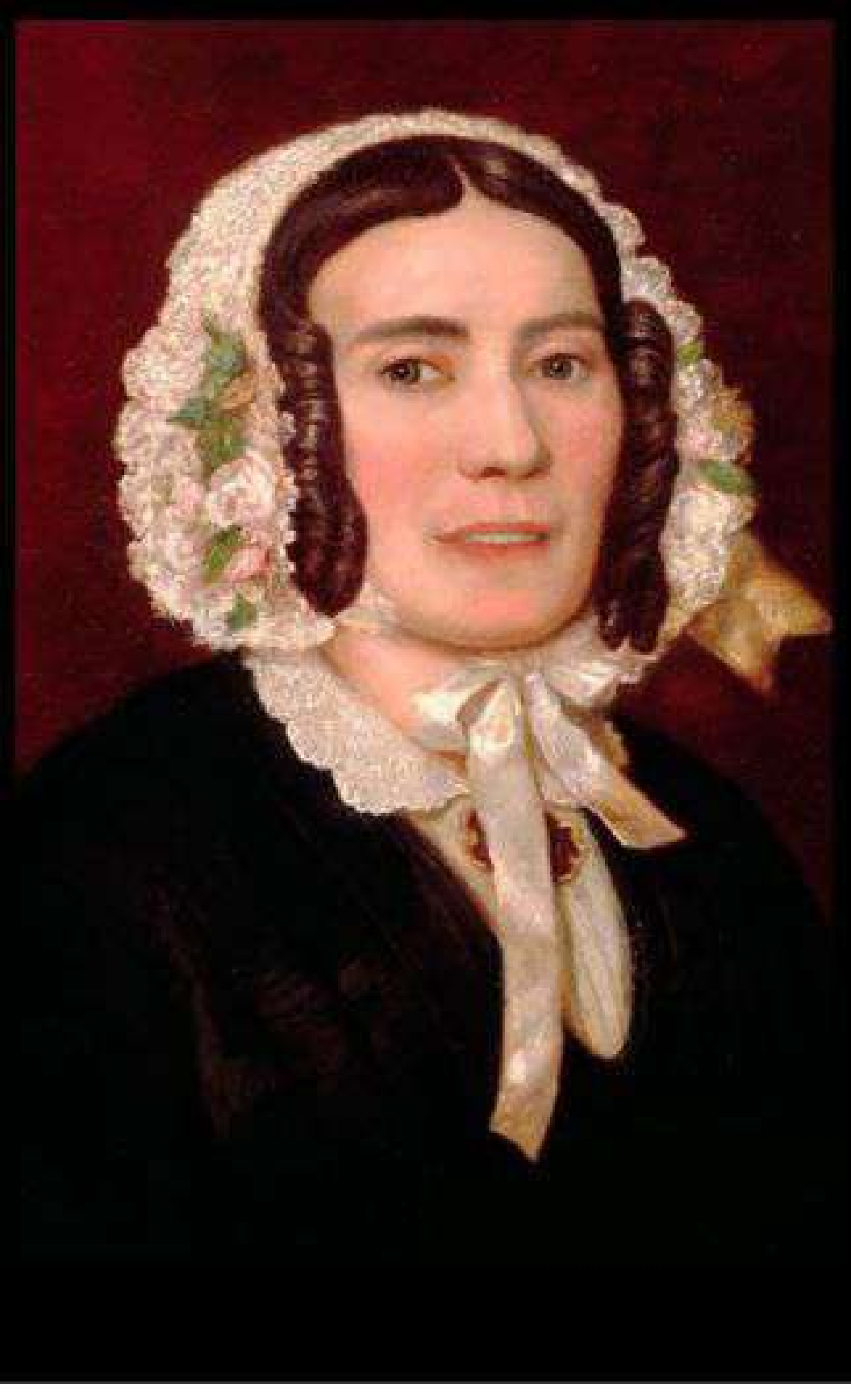
MARY ELIZABETH 'BETTY' TAYLOR

President's daughter

1849-1850

ABIGAIL FILLMORE

POTUS: MILLARD FILLMORE



Plagued by ill-health, Abigail Fillmore preferred to let her daughter Abbie lead when it came to the livelier side of socialising. Abigail was a close advisor to her husband and a former teacher. She spent happy hours selecting books to add to the White House library, and she enjoyed meeting contemporary writers including Dickens and Thackeray.

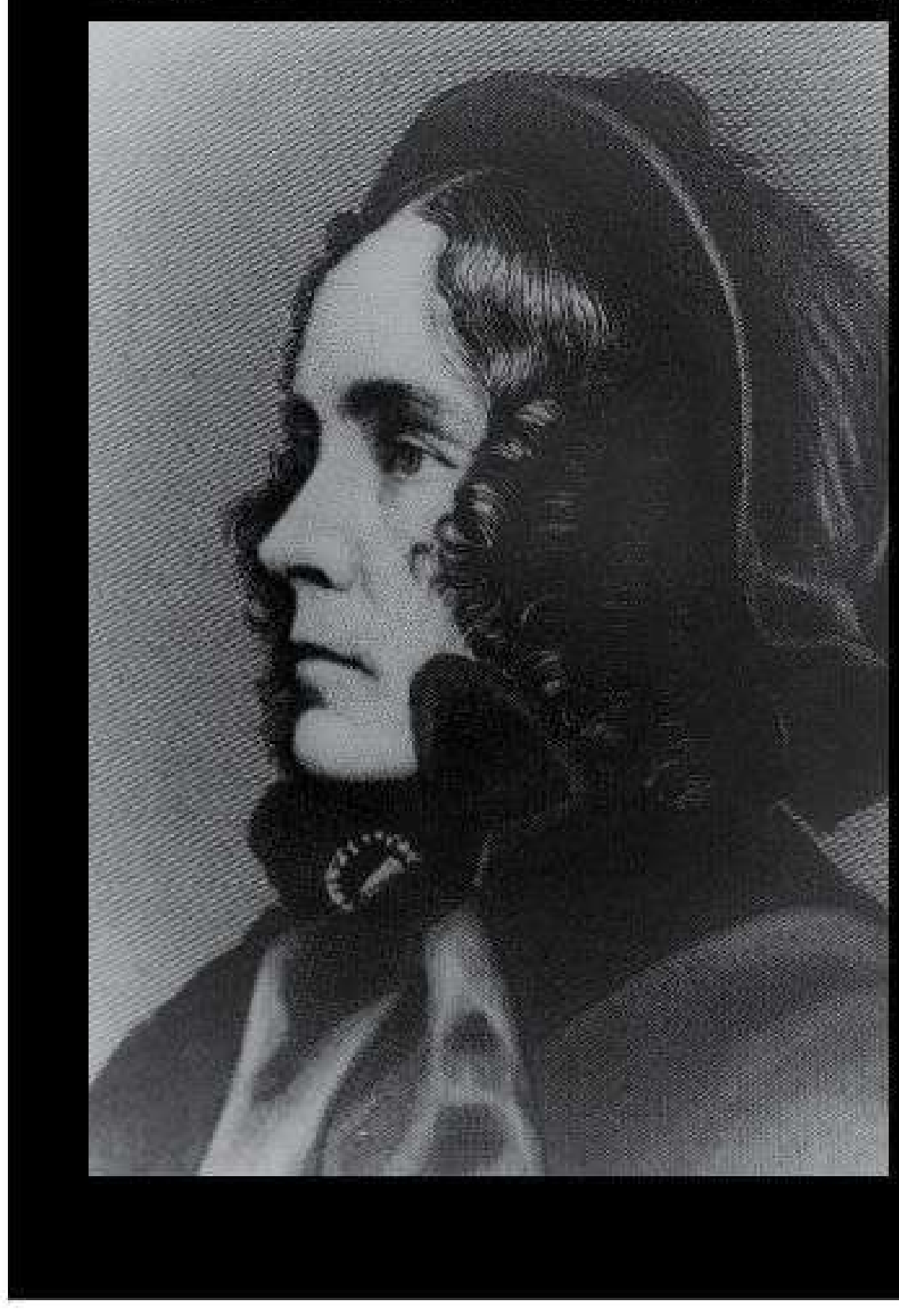
ACTING FLOTUS

MARY ABIGAIL 'ABBIE' FILLMORE

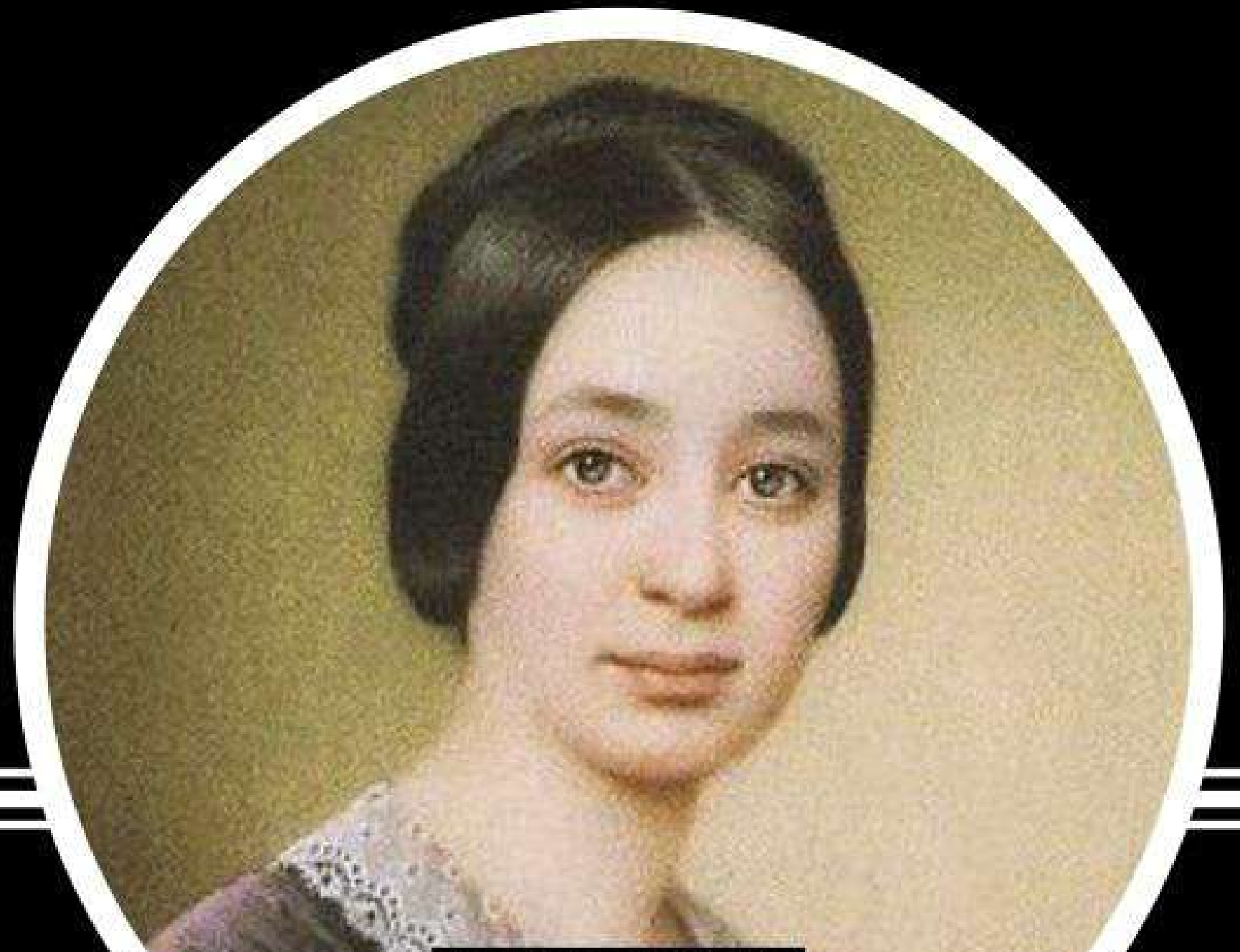
President's daughter

JANE MEANS APPLETON PIERCE

POTUS: FRANKLIN PIERCE



When Jane Pierce's last surviving child died on the eve of her husband's inauguration, she believed it was a sign from God. Grieving for the three children she had lost, Jane passed most of her official duties to the wife of the War Secretary and went into lonely seclusion.



ACTING FLOTUS

VARINA DAVIS

Wife of then-War Secretary Jefferson Davis

1850-1853

1853-1857

ACTING FLOTUS

ROSE CLEVELAND

President's sister

FRANCES CLEVELAND

POTUS: GROVER CLEVELAND

For the first two years of Cleveland's term his sister, Rose, made for an intellectual FLOTUS. She left to pursue an academic career when Cleveland married the charming Frances Folsom, who was nearly 30 years his junior. The Clevelands returned to the White House four years later.

ACTING FLOTUS

MARY MCELROY

President's sister

ELLEN 'NELL' ARTHUR

POTUS: CHESTER A ARTHUR

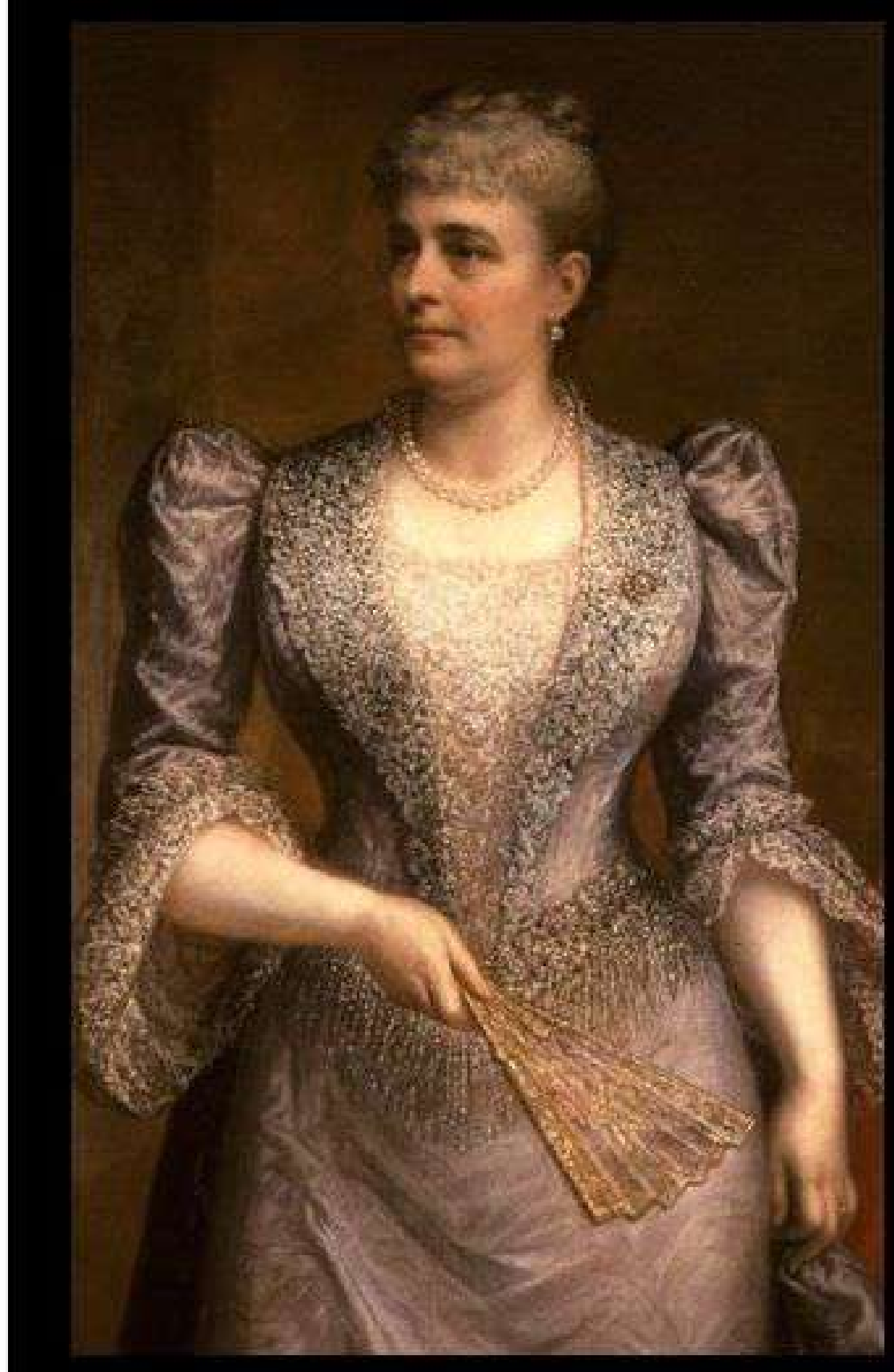
Ellen Arthur died almost two years before her husband's election so when Chester A Arthur entered the White House, his First Lady was his sister, Mary McElroy. As well as actively supporting civil rights for African Americans, Mary established a set of protocols for social functions that were followed for years to come.

1886-1889

1881-1886

CAROLINE HARRISON

POTUS: BENJAMIN HARRISON



The elegant Caroline Harrison made it her mission to raise funds for the Medical School at John Hopkins University on the condition that it admitted women. When she died of tuberculosis in 1892, her daughter Mary assumed the role for the few remaining months of her father's term.

ACTING FLOTUS

MARY HARRISON

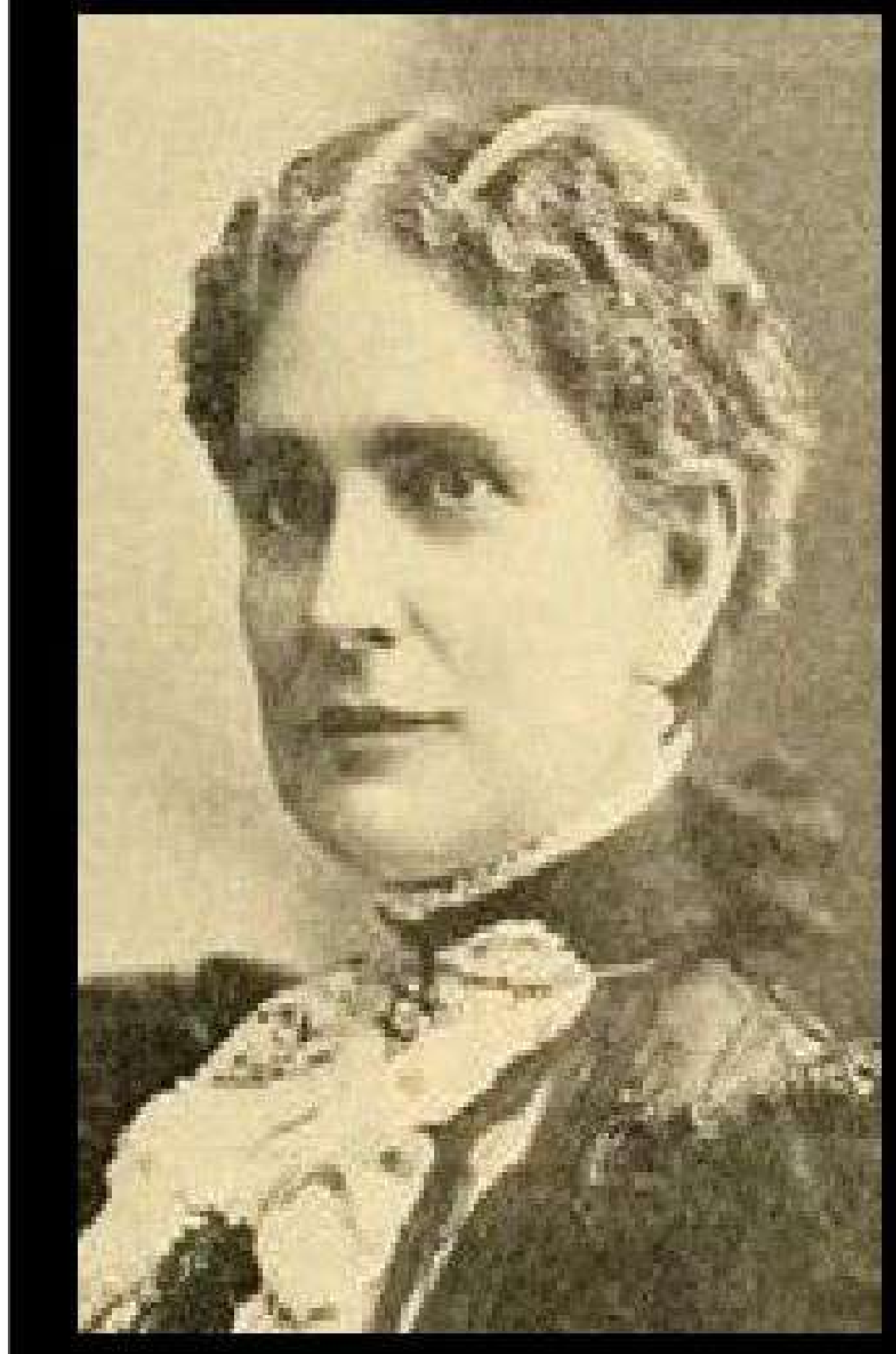
President's daughter

FRANCES CLEVELAND

Grover Cleveland's second administration

IDA MCKINLEY

POTUS: WILLIAM MCKINLEY



Epileptic and frail, Ida McKinley was the apple of her husband's eye. She never recovered from his assassination and survived him less than six years, visiting the mausoleum he shared with their two daughters (who died in childhood) every day until her death.

1889-1892

1893-1897

1897-1901

HARRIET LANE

POTUS: JAMES BUCHANAN

Harriet Lane was the niece of bachelor James Buchanan. Devoted to a number of causes including the plight of Native Americans, she was an early blueprint for the modern FLOTUS, using her popularity to draw attention to her favourite issues.

1857-1861

MARY LINCOLN

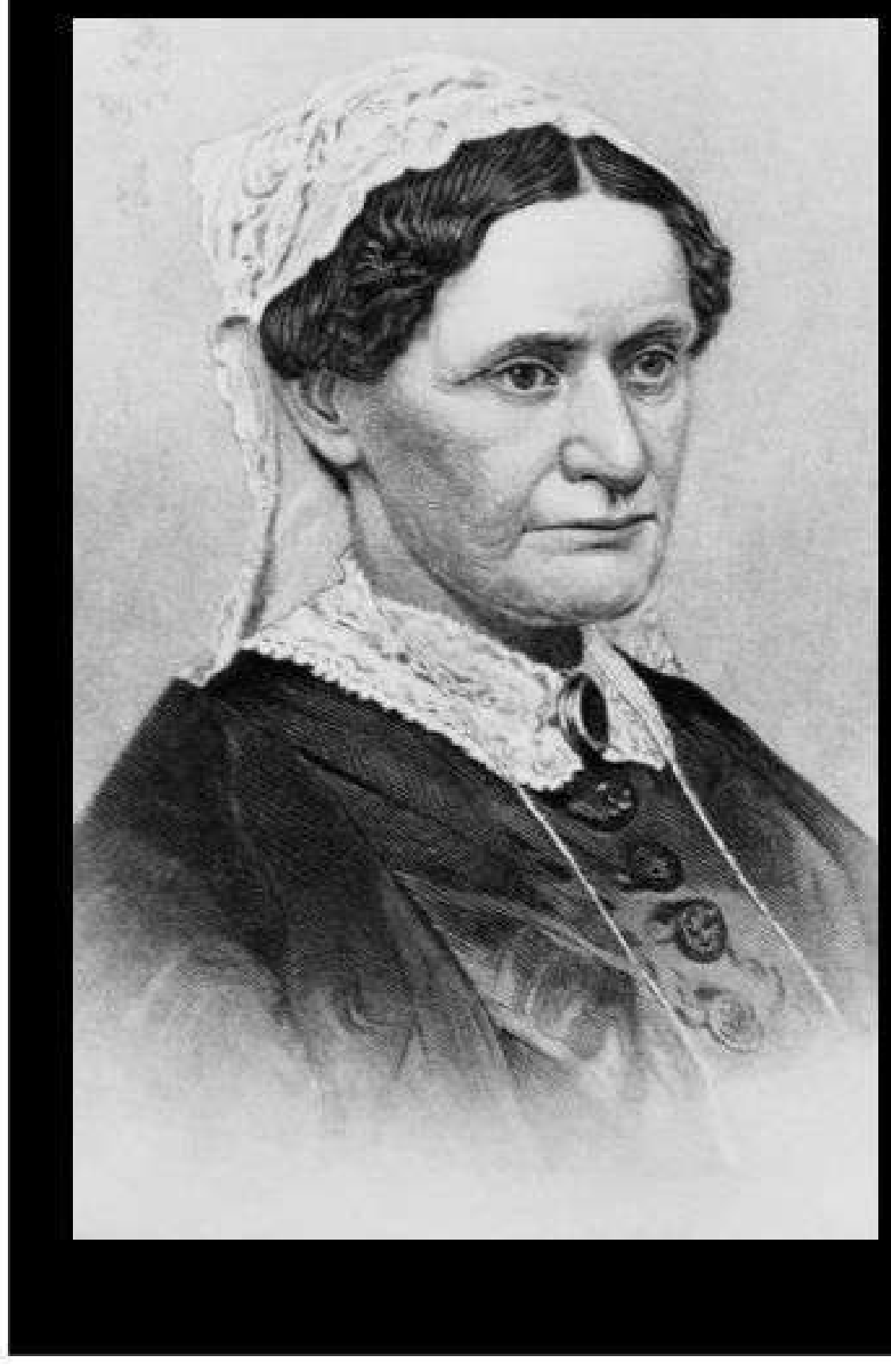
POTUS: ABRAHAM LINCOLN

A loyal FLOTUS and staunch Unionist, Mary Lincoln toured Washington's hospitals meeting wounded soldiers. She was deeply affected by her husband's assassination, and her later life was beset by challenges, including her son's efforts to have her committed.

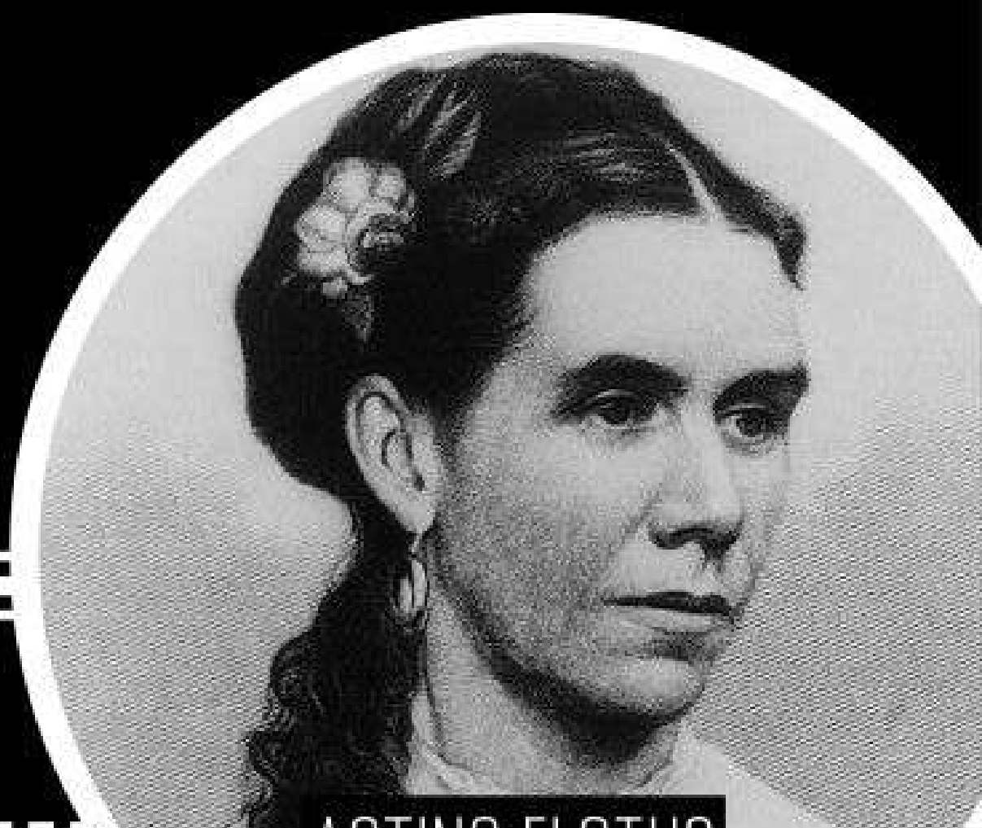
1861-1865

ELIZA JOHNSON

POTUS: ANDREW JOHNSON



Weakened by tuberculosis, Eliza Johnson appeared as First Lady only twice. Taking to her bed in the White House, she entrusted her duties to her daughter, Martha, and focussed on maintaining her frail health.



ACTING FLOTUS

MARTHA JOHNSON

President's daughter

1865-1869

LUCRETIA GARFIELD

POTUS: JAMES GARFIELD

Lucretia was FLOTUS for only a few months before her husband's assassination, but she was one of the President's closest advisors regarding Cabinet appointments. She devoted herself to preserving Garfield's memory, and established a library of his papers.

MAR-SEPT 1881

LUCY HAYES

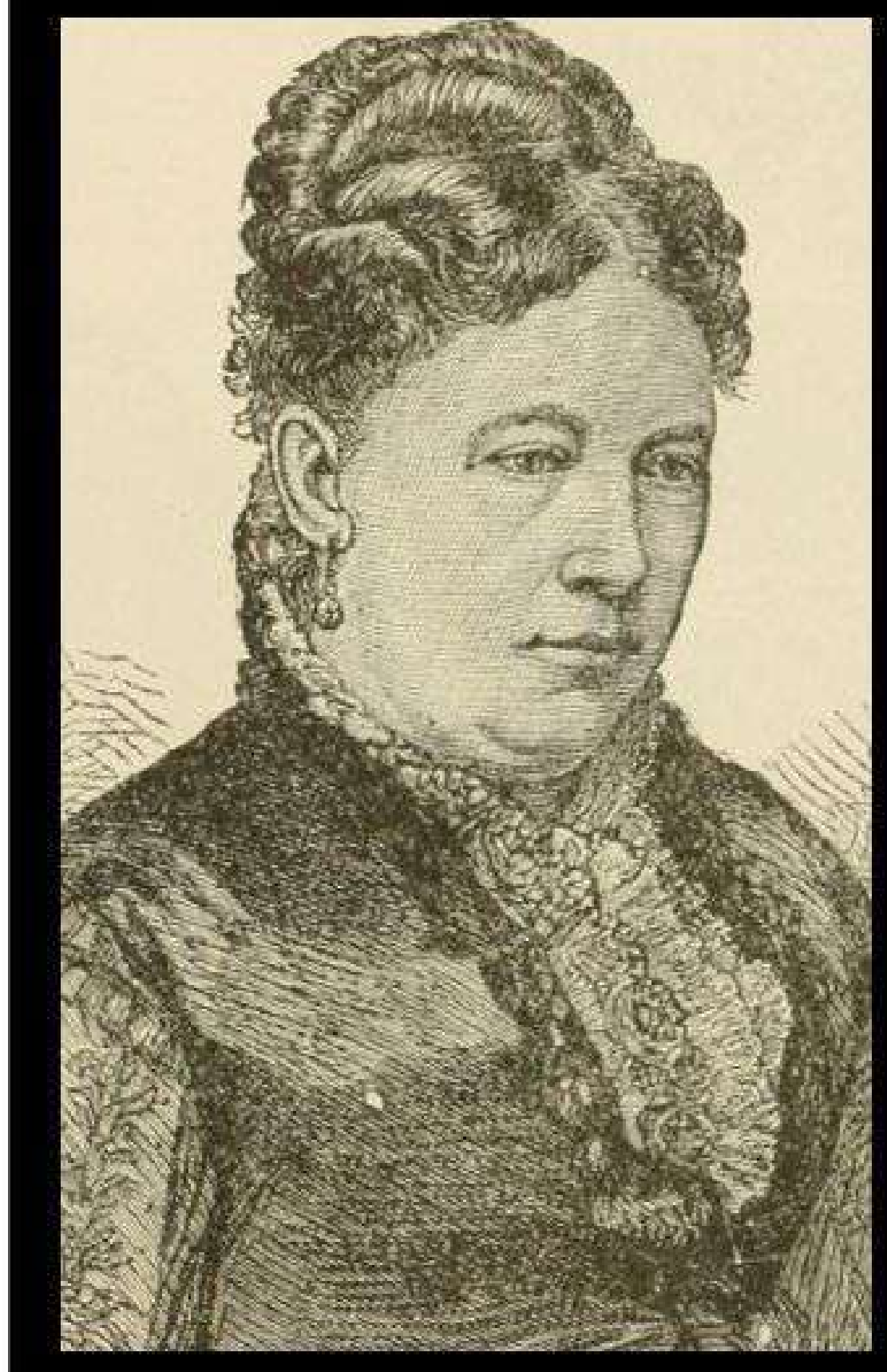
POTUS: RUTHERFORD B HAYES

Lucy Hayes was the first presidential wife to be referred to as First Lady by the press. She was also the first to undertake her own tour and was an advocate for the rights of African Americans. Philanthropic and sincere, she was loved by her husband and the public alike.

1877-1881

JULIA GRANT

POTUS: ULYSSES S GRANT

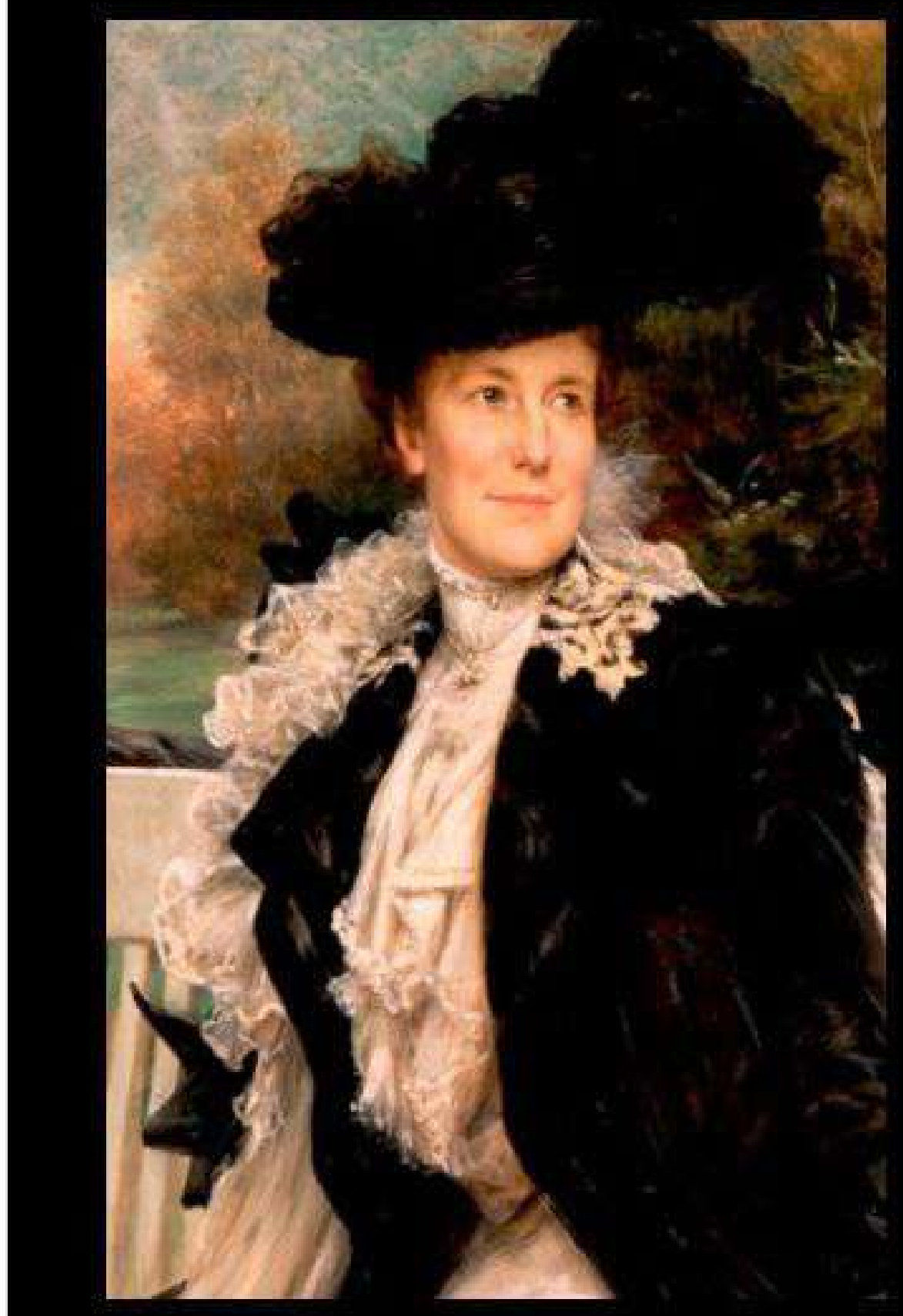


Women's rights advocate Julia Grant was determined to get her husband into the White House. As FLOTUS she started a weekly reception for the public. The only requirement for attendees was that the women wear hats and all weapons must be left at home.

1869-1877

EDITH ROOSEVELT

POTUS: THEODORE ROOSEVELT



When Edith Roosevelt entered the White House, one of her first acts was to take on the role of housekeeper herself. She expanded the social side of her role and oversaw a sympathetic restoration of the presidential home, which was officially named the White House during her residency.

1901-1909

HELEN 'NELLIE' TAFT

POTUS: WILLIAM HOWARD TAFT

Politically aware Nellie Taft was a regular attendee and observer at Cabinet meetings. Though she suffered a stroke at the start of Taft's term, she continued with her duties and lavished alcohol on her guests as a symbol of her opposition to the Prohibition movement.

1909-1913

ELLEN WILSON

POTUS: WOODROW WILSON

ACTING FLOTUS

MARGARET WILSON

President's daughter

When Ellen Wilson died in 1914 during her husband's second year in office, their daughter, Margaret, stepped ably into the role. Margaret later moved to India and became a member of the ashram of Sri Aurobindo.

1913-1915

EDITH WILSON

POTUS: WOODROW WILSON

After her husband suffered a stroke, Edith Wilson – the President's second wife – took over several of his duties. Though she claimed to be caretaker rather than regent, Edith wielded huge power and won the disapproval of opponents who hated the thought of an unelected woman in such a position.

1915-1921

FLORENCE HARDING

POTUS: WARREN G HARDING

Newspaper magnate Florence Harding, known as 'the Duchess', made no secret of her political ambition, nor her influence over her husband. She championed the plight of war veterans and was at the forefront of fashion and activism.

1921-1923

GRACE COOLIDGE

POTUS: CALVIN COOLIDGE

Once a tutor of deaf children, Grace Coolidge preferred to play a hostess rather than political advisor. She had so little involvement in her devoted husband's political life that she didn't know he had decided to retire until it was announced in the press.

1923-1929

ROSALYNN CARTER

POTUS: JAMES 'JIMMY' CARTER

Rosalynn Carter's insistence on making the White House a family home shone a spotlight on the First Family like never before. She was a regular at Cabinet meetings and served as her husband's envoy overseas, ably dealing with even the most delicate diplomatic situations.

1977-1981

ELIZABETH 'BETTY' FORD

POTUS: GERALD R FORD

A liberal whose personal experiences with breast cancer made her a formidable activist, Betty Ford was a popular FLOTUS. She opened up about her own battle with substance and alcohol abuse, and went on to establish the Betty Ford Center to provide help for addicts.

1974-1977

PATRICIA NIXON

POTUS: RICHARD M NIXON

Under Pat Nixon's stewardship, the White House flourished as a historic museum and she often met and chatted to tourists. When the Watergate scandal ended her husband's presidency, Pat was applauded as the epitome of loving spousal loyalty.

1969-1974

NANCY REAGAN

POTUS: JAMES 'JIMMY' CARTER

Nancy's stint in the White House was a return to the social hostesses of old. Embodying Hollywood glamour, her extravagance won her critics, whilst her Just Say No campaign attracted plaudits and criticisms in equal measure.

1981-1989

BARBARA BUSH

POTUS: GEORGE H W BUSH

Barbara Bush came to the White House armed with a long-held determination to combat illiteracy in American schools. She founded the Barbara Bush Foundation for Family Literacy and held regular 'story time' broadcasts.

1989-1993

HILLARY CLINTON

POTUS: WILLIAM 'BILL' J CLINTON

Before launching her own campaign for the presidency, Hillary Clinton was one of the most politically engaged First Ladies the US had ever seen. While FLOTUS she championed many causes and pressed for health and welfare reform.

1993-2001

LOU HOOVER

POTUS: HERBERT HOOVER

Lou Hoover's regular radio broadcasts in favour of her personal causes made her a pioneering First Lady. When she wasn't speaking to the nation, she was overseeing the construction of a rural retreat that served as the precursor to the current Camp David.

1929-1933

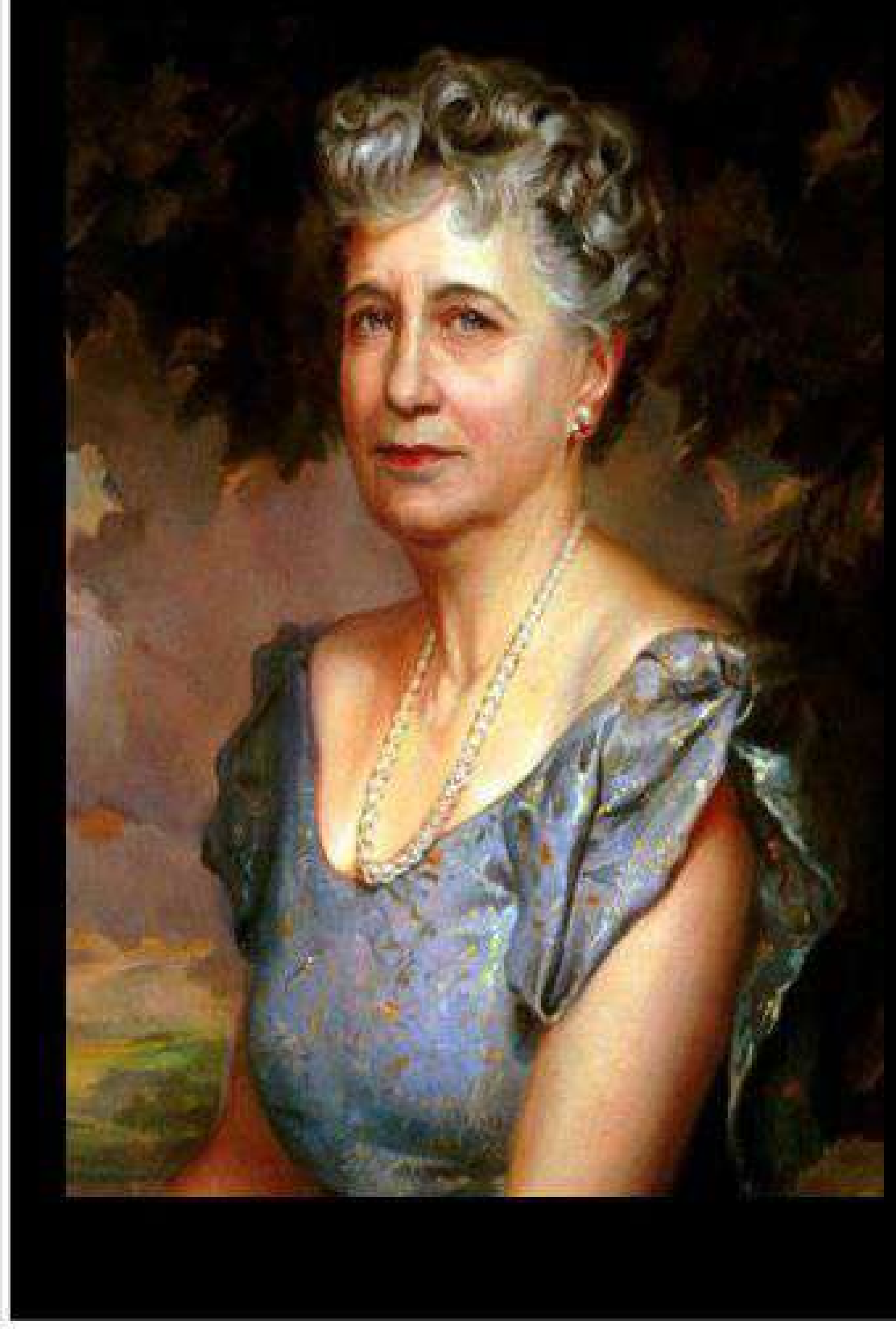
ELEANOR ROOSEVELT

POTUS: FRANKLIN D ROOSEVELT

Eleanor Roosevelt attracted controversy when she spoke out in favour of racial and gender equality, using the media to ensure her voice was heard. After her husband's death she become the first chair of the UN Commission on Human Rights.

1933-1945

ELIZABETH 'BESS' TRUMAN



POTUS: HARRY TRUMAN

As a woman who valued her privacy, Bess wasn't the ideal candidate for First Lady. She fulfilled her duties, but spent most of the year away from Washington.

1945-1953

MAMIE EISENHOWER

POTUS: DWIGHT D EISENHOWER

Bubbly Mamie Eisenhower was the first FLOTUS of the jet age, and she welcomed leaders from across the world to the White House. She was famed for her thrifty coupon-clipping ways.

1953-1961

JACQUELINE KENNEDY

POTUS: JOHN F KENNEDY

Few First Ladies have embodied glamour, mystique and tragedy like socialite and fashion icon Jackie Kennedy. Dignified in grief and fiercely protective of her privacy, Jackie's professional and personal life became the subject of media fascination in the years after JFK's assassination.

1961-1963

CLAUDIA 'LADY BIRD' JOHNSON

POTUS: LYNDON B JOHNSON

Few things were as important to Lady Bird Johnson as creating a clean, safe America. She was passionate about conservation and ecology, and her husband's administration followed her lead in the matter.

1963-1969

LAURA BUSH

POTUS: GEORGE W BUSH

Former teacher Laura Bush enjoyed immense popularity thanks to her personable image and passion for education. Laura continues her work for the rights of women overseas, and raising funds for her Foundation for America's Libraries.

2001-2009

MICHELLE OBAMA

POTUS: BARACK OBAMA

Michelle Obama used her platform as First Lady to campaign on issues as diverse as homelessness, nutrition and LGBT rights. She is routinely included in lists of the world's most inspirational women, and has established herself as a role model for young girls across the globe.

2008-2017

MELANIA TRUMP

POTUS: DONALD J TRUMP

A former model, Slovenian-born Melania Trump has already excited plenty of debate and controversy for everything from her fashion choices to her involvement in a plagiarism row. Just two years into the job, this FLOTUS is still adjusting to life in the world's biggest spotlight.

2017- PRESENT

© Getty, Wiki, Alamy

Six First Ladies pictured together in 1991. From left to right: Barbara Bush, Nancy Reagan, Rosalynn Carter, Betty Ford, Pat Nixon and Lady Bird Johnson. The greatest number of former First Ladies alive at one time was ten, between 1886 and 1887

WHITE HOUSE WISDOM

Scrutinised by media and public alike, a successful First Lady requires some very particular qualities

Words Catherine Curzon

The job of First Lady comes with no salary and no power. As wife of the President of the United States the FLOTUS, as she is known, hasn't been elected and wields no official political influence. Of course, that's how it's always been, but despite those potential obstacles, First Ladies through the ages have certainly been able to make their presence felt in a variety of ways.

There are a number of qualities that a successful First Lady needs to possess. A thick skin is one of them, along with the ability to make light work of her duties as a social hostess to everyone from visiting monarchs to members of the public of all ages. She should choose a few uncontroversial causes to champion and be ready to bite her tongue in public. When it comes to life as a First Lady, loyalty is essential.

A thick skin

The wife of the President is expected to stand by her husband no matter what, and when he's is under fire, she can't afford to take it personally or get mired in the bad press. She certainly can't publicly criticise him, no matter what might be happening at home. No one knows this better than Hillary Clinton who stood very publicly by her man when he was accused of sexual misconduct. Her ceaseless loyalty in the face of the growing scandal divided the public, but as Bill Clinton faced impeachment, Hillary's approval rating soared.

> "Being First Lady is the hardest unpaid job in the world"
> – **Pat Nixon**

A natural hostess

Dolley Madison was the quintessential society hostess, celebrated for her ability to charm a room regardless of political affiliation or social standing. She used her natural charm and intelligence to wrongfoot her husband's opponents and win friends, or at least respect, everywhere she went. More recently, Pat Nixon understood the value of great PR and loved to meet tourists and as they visited the public areas of the White House. All of this helped to make the President look like a man of the people, and the White House a building devoted not only to government, but to the nation.

> "I never wanted to be the President's wife, and don't want it now"
> – **Eleanor Roosevelt**

"I do not belong to the public – my character is wholly domestic, and the public have nothing to do with it"

– Mary Lincoln

A charitable nature

As First Lady, the President's wife is expected to champion a number of causes, and many have gone on to pursue these philanthropic interests once they left Washington behind. Michelle Obama chose childhood obesity, Nancy Reagan and Betty Ford tackled substance abuse, whilst for Lady Bird Johnson conservation and the environment was her passion. Although the First Lady has no official political power, some – such as Eleanor Roosevelt, Hillary Clinton and Rosalynn Carter – have been instrumental in pushing for changes in the law, and are recognised as much for their political intelligence as their charitable interests.

Tight purse strings

Although the First Lady is expected to ensure that the White House becomes a home fit for both a family and a nation, the funding of any renovation and restoration is bound to be a thorny issue; at times of financial hardship, the country takes a dim view indeed of perceived extravagance. Just ask Nancy Reagan, who spent hundreds of thousands of dollars on china and swanned about in designer gowns as America sank into recession. It was a PR nightmare from which she learned a tough lesson about the differences between life in Hollywood and Washington.

"The First Lady is, and always has been, an unpaid public servant elected by one person: her husband"

– Lady Bird Johnson

"I think I am more like a state prisoner than anything else"

– Martha Washington

Impartiality

As Dolley Madison proved when she strove to bring Republicans and Democrats together at her receptions, impartiality is not to be undervalued. The First Lady will deal with people from a huge spectrum of social backgrounds, political interests and nations, and she needs to be able to put them all at their ease. When Booker T Washington ate dinner with Teddy Roosevelt in 1901, his opponents were aghast at the idea of the President and a former slave eating together. Yet Edith Roosevelt made sure that everyone knew Washington was an honoured and welcome guest.

Approachability

Whilst being expected to look good, but not *too* good, and dress well, but not *too* well, approachability is vital for the successful First Lady. Whilst she isn't by any means a queen in the official sense, she is the wife of a head of state, and to appear out of touch with the electorate could be disastrous for the President's approval ratings. Jacqueline Kennedy, however, was something of an exception. Her untouchable glamour and mystique went in her favour, as she came to embody the spirit of 1960s style, whilst her dignity in the face of tragedy made her a very human figure indeed.

"I'll be a wife and mother first, then First Lady"

– Jacqueline Kennedy

School Ru

TOWN HALL
YOUR VOIC

CHIPALA PRIMARY SCHOOL
WELCOMES
FIRST LADY MELANIA TRUMP

BEING FIRST LADY

Though unsalaried and unelected, the First Lady is vital to the White House

Words Catherine Curzon

In the United States of America, a country which has yet to elect a woman as President, the First Lady has traditionally stood beside her husband as the very model of the loyal, unquestioning political spouse. Unelected and unpaid, she is the human face of her husband's administration and over the centuries, what was once a purely social role has evolved far beyond its original parameters. A position that was initially rooted in the world of domestic living and hostess duties grew and developed sometimes in line with the prevailing rights and image of women, sometimes ahead of them. From Martha Washington to Melania Trump, the role as First Lady has endured not just as the quintessential example of spousal or familial loyalty, but of what a woman can achieve even without any elected power to call her own.

> First Ladies aren't allowed to open windows in the White House or their car!

When Martha Washington became America's first and rather reluctant First Lady, the role was a blank page, waiting for her to write it. With no vote and precious little power outside of the home, Martha wasn't the only one whose role was undefined. Her husband was the first man to be elected President of the United States and he too had much to learn, but they carved out their positions together. It wasn't a job that Martha relished and she approached it just as she had before Washington rose to the pinnacle of the new administration. During his army days she had acted as a social hostess, her life mirroring that of the vast majority of society wives in one way or another, and she saw no reason to deviate from that successful path now. One thing that soon became clear was the fact that the President's job would entail not only politics, but plenty of entertaining too. And what could a wife be useful for if not entertaining? The genesis of the First Lady's role was social and whilst George had a country to run, Martha planned and executed social events, welcoming visitors to the President's home and serving as the country's unofficial hostess.

It is perhaps for its hostess duties that the role of First Lady became best known but like any role, the approach taken depended on who was playing it. Whilst the role of hostess would certainly endure to this day, it wasn't enough to simply smile and make decent conversation. In fact, the First Lady was a vital diplomatic figure, keeping her husband's friends close and charming his opponents or visitors who might have reason to be resistant to the American administration. Because she had no overt political duties she could move between camps unhindered by partisan

Successive First Ladies have worked with designers to put their stamp on the White House

Not all administrations order new White House china, but for those that do, the First Lady is often involved in the set's design

"For a First Lady, the appearance of ease is everything... she should be the friendly face of the White House"

gameplaying, making guests to the White House feel at ease, forging relationships with other spouses and perhaps providing a more human side to a political landscape that wasn't always exactly welcoming.

Martha Washington was the first woman to serve as First Lady, but she didn't set the enduring blueprint. When Abigail Adams succeeded her, Martha's quiet endurance wasn't what she had in mind. Instead, she imagined a White House in which she would do more than make polite conversation and welcome guests to the presidential abode. Abigail was a formidable political brain, and though any advice and assistance she gave her husband was strictly unofficial, the part she played in his presidency expanded far beyond that of the social head of the household. She didn't shirk those responsibilities, but as only the second First Lady, she was already testing the boundaries. In fact, with each subsequent First Lady, the role changed and evolved as much to suit the personality of the woman than to follow the societal trends of the United States. Yet no matter who the lady and what affiliations her husband held, there were certain rules that came to be regarded as set in stone.

Each First Lady must select an interior designer to work with on the White House

In order to win and maintain the affection of the American public, it was vital that the First Lady be neither be too political nor too opinionated and if she must be the latter, then controversy was certain to be frowned upon. Keeping the public on side was just as important as providing a welcoming smile to those visiting dignitaries at White House functions because when elections came around, it wasn't just the President who found himself under scrutiny. For the length of her husband's term of office, his wife was expected to bridge the gap between the President and the public, lending him a human face and standing by his side no matter what he was accused of - as Hillary Clinton showed perhaps better than any.

In keeping with this all-American need to appeal to the voting public, the First Lady should be both well turned out and a good representative of her country, without being too glamorous. Dripping in diamonds for the school run would never do, yet nor would any efforts to paint oneself as too humble to be true. Rather, she should represent the ideal American spouse, the heart of the ideal American domestic scene. In the case of women like Mary Lincoln, circumstances made this rather difficult and she found herself chased out of the country following her husband's murder, laid low by rumours of madness and strange behaviour. Yet she was also, crucially, popular where it mattered - with the public.

For a First Lady, the appearance of ease is everything. Regardless of where she is or who she is with, she must always appear comfortable, confident without being arrogant, approachable and never superior. Rather, she should be the friendly face of the White House, whether starting an Easter egg hunt or welcoming a visiting monarch. And in the burgeoning age of communications, what better way to connect with the public than through the media, initially print, then wireless and finally,

©Getty; WIKI

Welcoming and entertaining guests from all over the world remains an important aspect of the First Lady's role

television? Successive First Ladies took to the mass media to spread messages that weren't political, but social and philanthropic. Generally speaking the prevailing theme was one of pulling together, regardless of creed or political persuasion. Like any enthusiastic mother or teacher, the First Lady was always there at the front of the pack.

Though the First Lady has never possessed any specific political power, as the years passed and the role developed, presidential spouses began to do more than host functions. As First Ladies began to acquire fanbases of their own, centred around their personalities or even their clothes, they used this platform to spread their own messages. It became a tradition for a First Lady to choose a couple of causes of her own to champion, and from the office established in the East Wing of the White House - or the West Wing under Hillary Clinton - the FLOTUS could bring her message to the people. What was once a virtually decorative role has evolved into one that promotes activism and inclusion, regardless of political affiliation.

Although acting as political hostess for the President is a role that the First Lady will likely never leave behind, it is no longer the primary purpose of the FLOTUS. Instead, each First Lady has taken the role in a direction that suits her personality. For the likes of Mamie Eisenhower, the traditional role of wife and mother was the one

As Florence Harding demonstrated, the FLOTUS can embrace mass media to get her message across

Thanks to Jackie Kennedy, it's up to FLOTUS to decide the annual Christmas theme

> Congress currently provides a $100,000 fund for new First Families to redecorate the White House

she preferred, at her husband's side through thick and thin, a picture of domesticity in the most powerful address in the land. For the likes of Eleanor Roosevelt domesticity was merely one facet of a life that was divided into multiple compartments, many of them allowing her to pursue her own political interests and make the most of the leverage that address provided.

Yet the first true example of the modern First Lady can be seen in Harriet Lane Johnston, who was First Lady for her uncle, James Buchanan. Harriet used her position to publicise social causes and laid the groundwork for the role as we know it today. Her efforts were further developed by Edith Wilson, who hired her own team of staff and began to formalise the position into something more defined than simply wife of the President. She was in the White House during the campaign for women's suffrage and became a symbol of all that was wrong with the movement for its enemies, and all that it promised for its supporters. It was thanks to the trailblazing approach of women like Edith that the role of FLOTUS was able to bend so easily to the will of those who came after, shaping and moulding it to themselves.

For Eleanor Roosevelt, her own staff and influence over her husband was the tip of the iceberg. Whilst her husband was President, her career was in the ascendant and she took multiple offices in social organisations, really pushing the opportunity to raise awareness of her causes. When her efforts to seek an official position in the White House were frustrated, she created one herself. Eleanor declared that she would not be a mere housekeeper, she would take over the management of the establishment, cutting its expenses as well as simplifying and standardising its confusing social calendar.

The management of the White House was a natural extension to the role of First Lady and refurbishing that iconic building has long been a role associated with the FLOTUS. The tradition began with Dolley Madison, who worked on the furnishing of the White House for widower Thomas Jefferson, whom she often assisted as hostess. Dolley, however, neglected to add a library and this was put right by Abigail Fillmore, who established a large library and literary salon in the residence, and delighted in selecting books for the new White House collection.

When Caroline Harrison came to the White House in 1889, she was shocked to find how

Evolution of the First Lady role

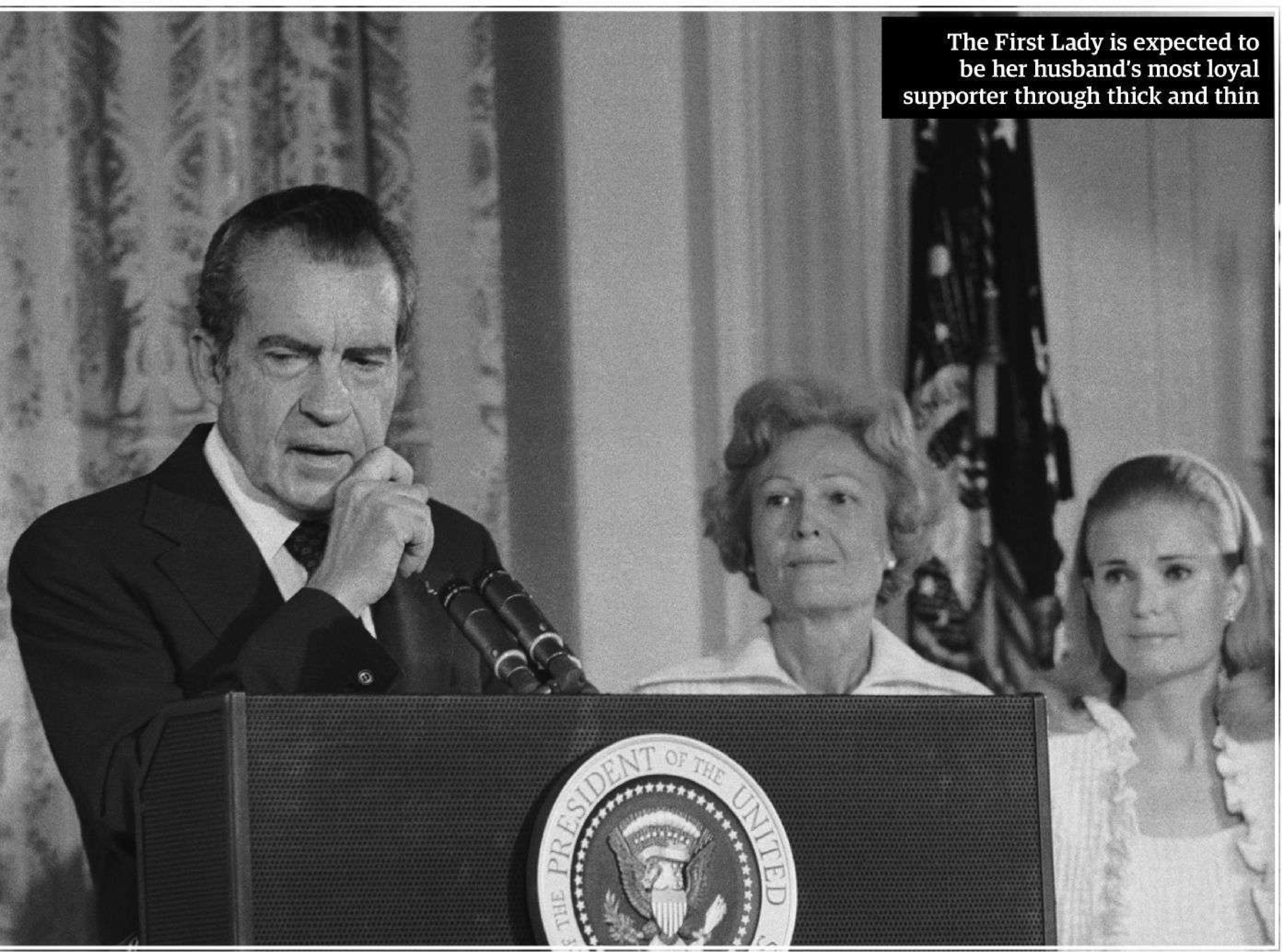
1789 Martha Washington becomes the first FLOTUS, though without the title.

1797 Abigail Adams becomes the first FLOTUS to live in the White House.

1801 Martha Jefferson becomes the first non-spousal First Lady.

1810 Dolley Madison suggests the now traditional Easter Egg Roll!

1877 'First Lady' becomes a widely used term for the President's wife.



The First Lady is expected to be her husband's most loyal supporter through thick and thin

> "Edith Wilson began to formalise the position into something more defined than just the wife of the President"

With the likes of Edith Wilson, a once social role evolved into something far more political

1909
Helen Taft begins the FLOTUS tradition of donating her inauguration ball gown to the Smithsonian.

1929
Lou Hoover becomes the first FLOTUS to broadcast to America.

1956
Mamie Eisenhower begins the tradition of a Halloween White House.

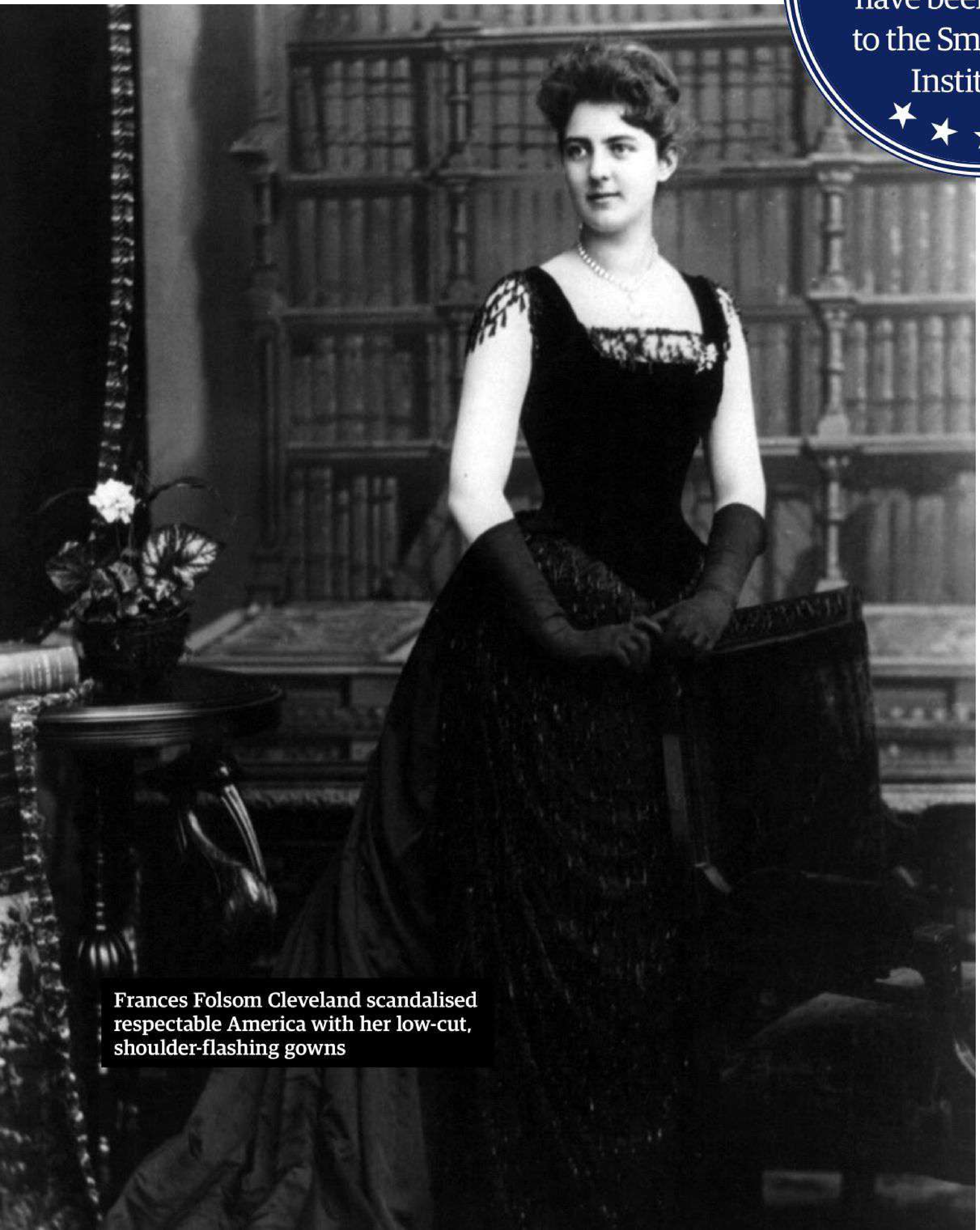
1961
Jackie Kennedy chooses the White House's first Christmas theme.

2017
Melania Trump breaks tradition by not moving into the White House until 5 months after inauguration.

Long before her peers, Eleanor Roosevelt was an ethical fashionista, avoiding sweatshop-made garments

Rosalynn Carter had worn her inaugural ball gown before. In recession-hit America, it was a wise choice

Many former-First Ladies' gowns and outfits have been donated to the Smithsonian Institution



Frances Folsom Cleveland scandalised respectable America with her low-cut, shoulder-flashing gowns

Pant suits became Hillary Clinton's signature outfit during her post-FLOTUS political career

Helen Taft's glamorous inauguration ball gown was donated to the nation for posterity

When Michelle Obama wore shorts to the Grand Canyon, the fashion police came out in force!

Perhaps more than any other FLOTUS, Jackie Kennedy became revered as a fashion icon

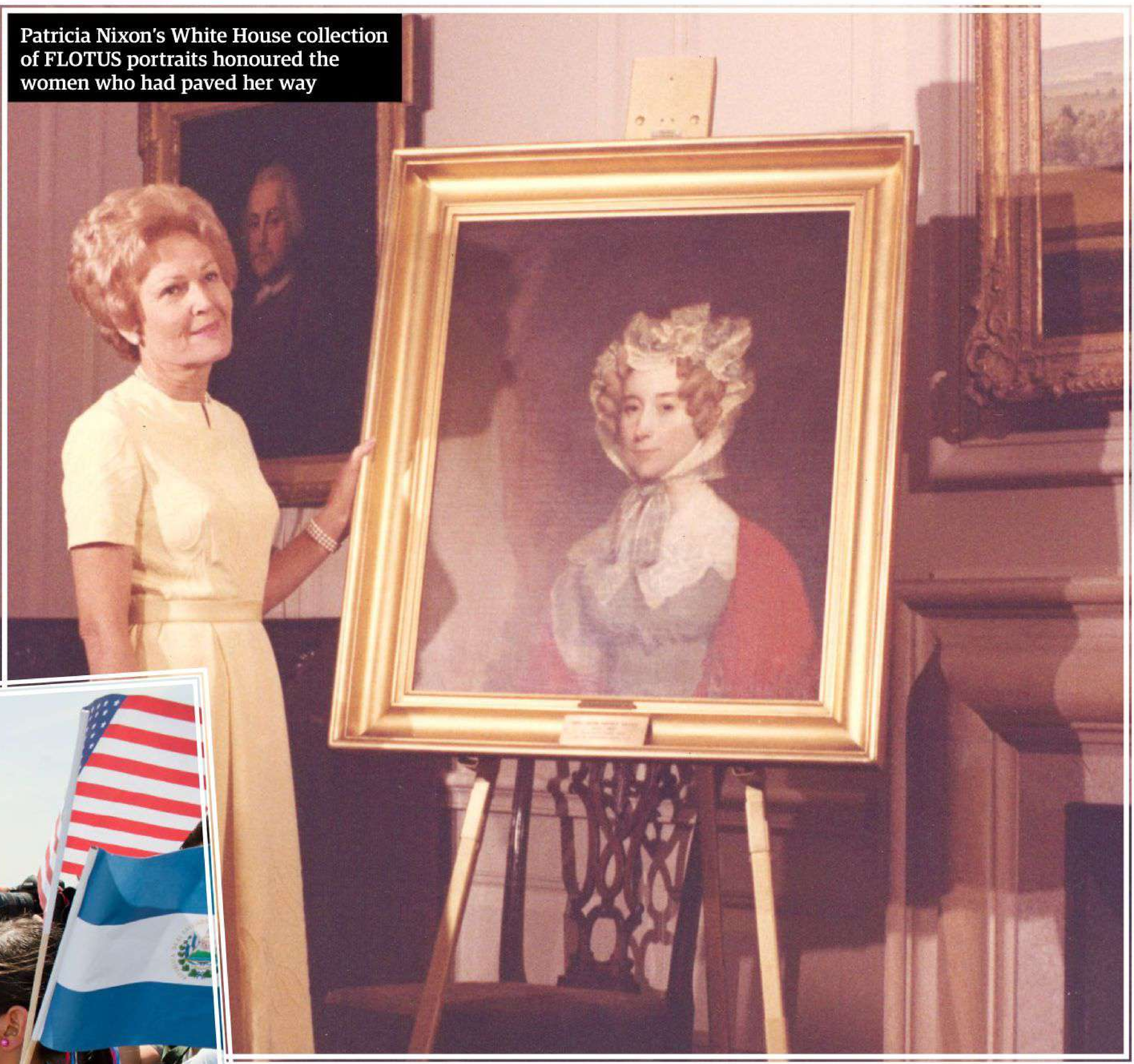
First Ladies of fashion

From what she wears to the inauguration to her choice of clothes for visits overseas or to schools, disaster-hit areas or simply social calls, the First Lady's wardrobe is always the subject of fevered media scrutiny. In fact, it can make or break her popularity.

This focus on fashion goes right back to Martha Washington who loved English textiles, and had a passion for English shoes. Yet this love had to be sacrificed for the political sake of her husband and she was encouraged to transfer her allegiances to American manufacturers, and make sure that everyone knew it. This focus on American fashion didn't end there and for Jackie Kennedy, arguably the most fashion-forward of all First Ladies, the European designers she had adored before she got to the White House were consigned to the back of her wardrobe. Out went her Givenchy and in came Oleg Cassini, who dressed Jackie in American-made versions of all her favourite European looks.

It may seem absurd that such a thing as fashion can be divisive, but Nancy Reagan discovered first-hand what trouble clothes could cause. Pictured wearing couture at the height of the recession, Nancy's popularity plummeted and she was soon back in the ready-to-wear. Future presidential hopeful Hillary Clinton favoured sharply tailored business wear over ball gowns. More recently, Michelle Obama preferred to mix designer with casual. Still true to the ethos of buying American, she nevertheless eschewed designer gear for high street brands. It sent a clear message to the American public who believed that Michelle, despite her lofty position in the White House, wasn't above popping to the mall for a new outfit. The Obama presidency, said Michelle's attainable look, was one for the people.

Modern First Ladies have their own office and staff to help manage their responsibilities



Patricia Nixon's White House collection of FLOTUS portraits honoured the women who had paved her way

First Ladies often remain public figures after leaving office. In many cases their own popularity outlasts their husbands'!

> "Pat Nixon decided that the Stars and Stripes must always fly over the White House, a tradition that continues to this day"

inadequate it was for the needs of a large, modern family. It was infested with pests and the building had no electricity; Caroline was determined to overhaul the place. Though she didn't achieve all she had hoped, her $35,000 Congress grant got rid of the rats and installed new plumbing and electricity, but the chronic overcrowding continued.

All of that changed in 1902 when Edith Roosevelt called in architects to completely overhaul the building. The living quarters were separated from the office space, and a full modernisation and decoration programme of the entire building - inside and out - began, at a cost of $500,000. Although the fabric of the building was modernised, Edith was concerned that the presidential home not be robbed of its historical importance. She ensured that key pieces of furniture were retained and added portraits of her predecessors, acknowledging her debt in the newly-christened White House.

A similar scheme proved a winner, too, for Jacqueline Kennedy. When she followed skinflint Mamie Eisenhower into the house, she was shocked to find that it was rather plainly furnished, with items of historical importance missing. Jackie was determined to bring elegance back to the White House and her first innovation was adding a kitchen to the family quarters. Next came the purchase of arts and furnishings, many of which had been taken by departing Presidents, but her $50,000 grant ran out almost immediately. Jackie decided to fund her refurbishment efforts by writing and selling a White House guidebook and once her project was complete, she was pleased to see the passing of a new bill that meant no President could help himself to furniture from the White House again. To Jackie, the White House was the cultural centre of America.

Though there was little refurbishing left to do, Pat Nixon continued Jackie's work to create a cultural centre. She envisioned the White House as a museum for the public and added a huge number of important artefacts to its interior. She also decided that the Stars and Stripes must always fly over the building, a tradition that continues to this day. Yet Pat's vision of a White House that welcomed all comers was challenged by Nancy Reagan, whose extravagant spending during an economic recession led to criticisms from the press and public alike. Barbara Bush learned from her predecessor's mistakes and redoubled preservation efforts by revitalising the White House Endowment Trust. It was a masterstroke and raised millions for the care of the historic building.

> The outgoing and incoming First Lady always meet for tea and an unofficial handover

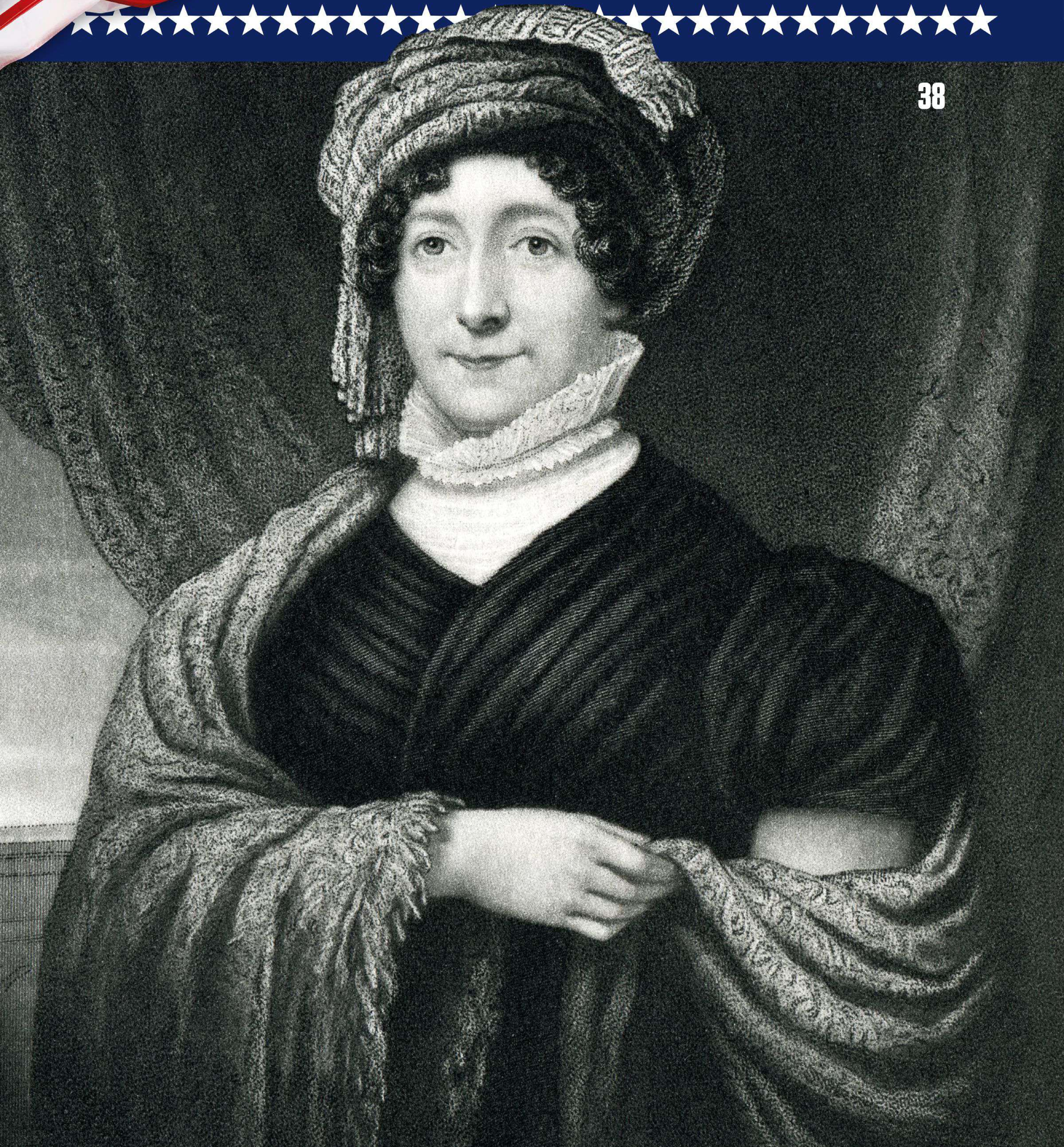
Yet being First Lady isn't all about looking after the White House. Whether promoting favourite causes, wearing fashions that are just fashionable enough, smoothing troubled diplomatic waters or promoting causes that will benefit people across the world as well as in the United States, it remains one of the most demanding and difficult jobs one can imagine. Not to mention the most poorly paid!

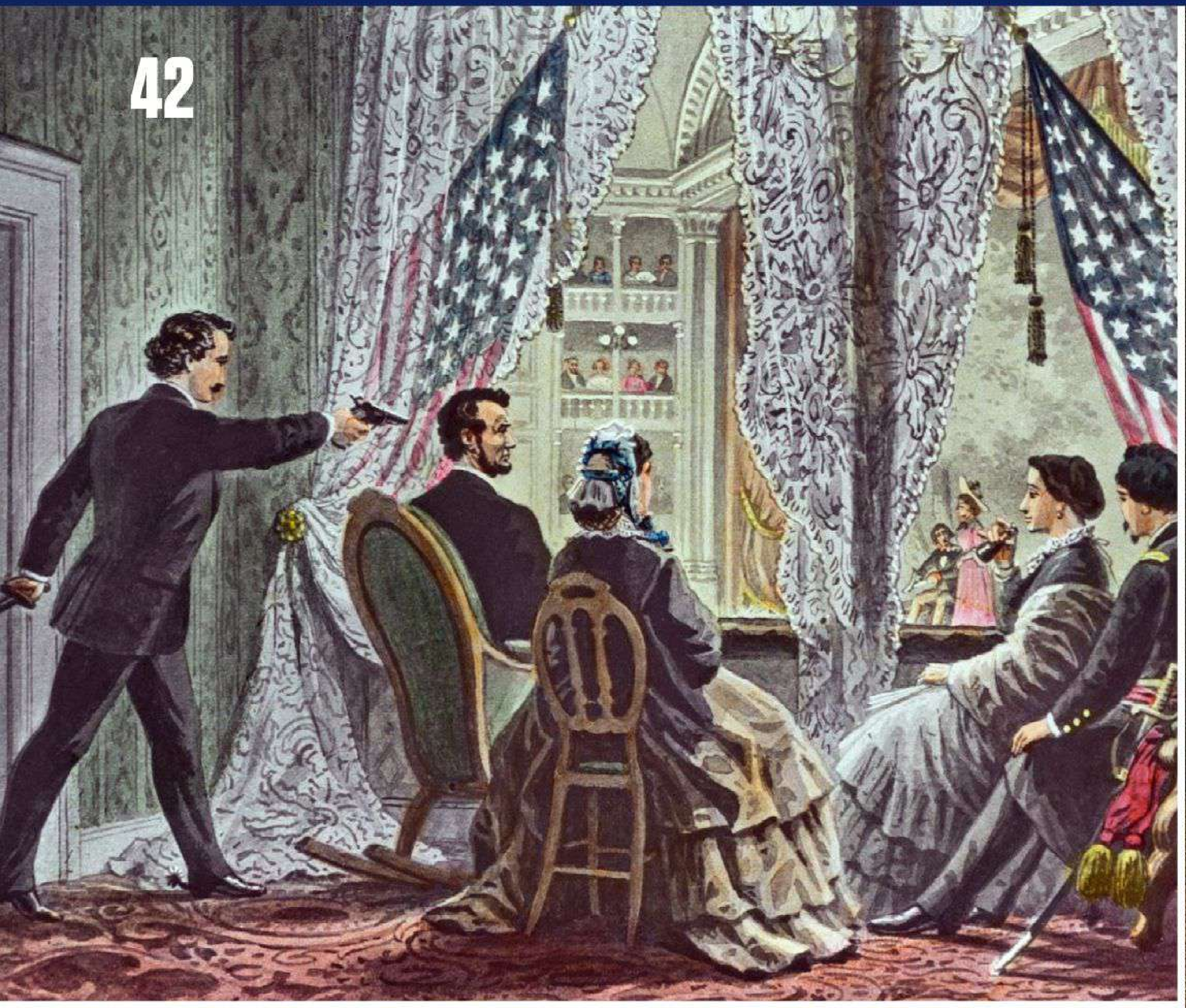
> "First Ladies began to acquire fanbases of their own, centred around their personalities or even their clothes"

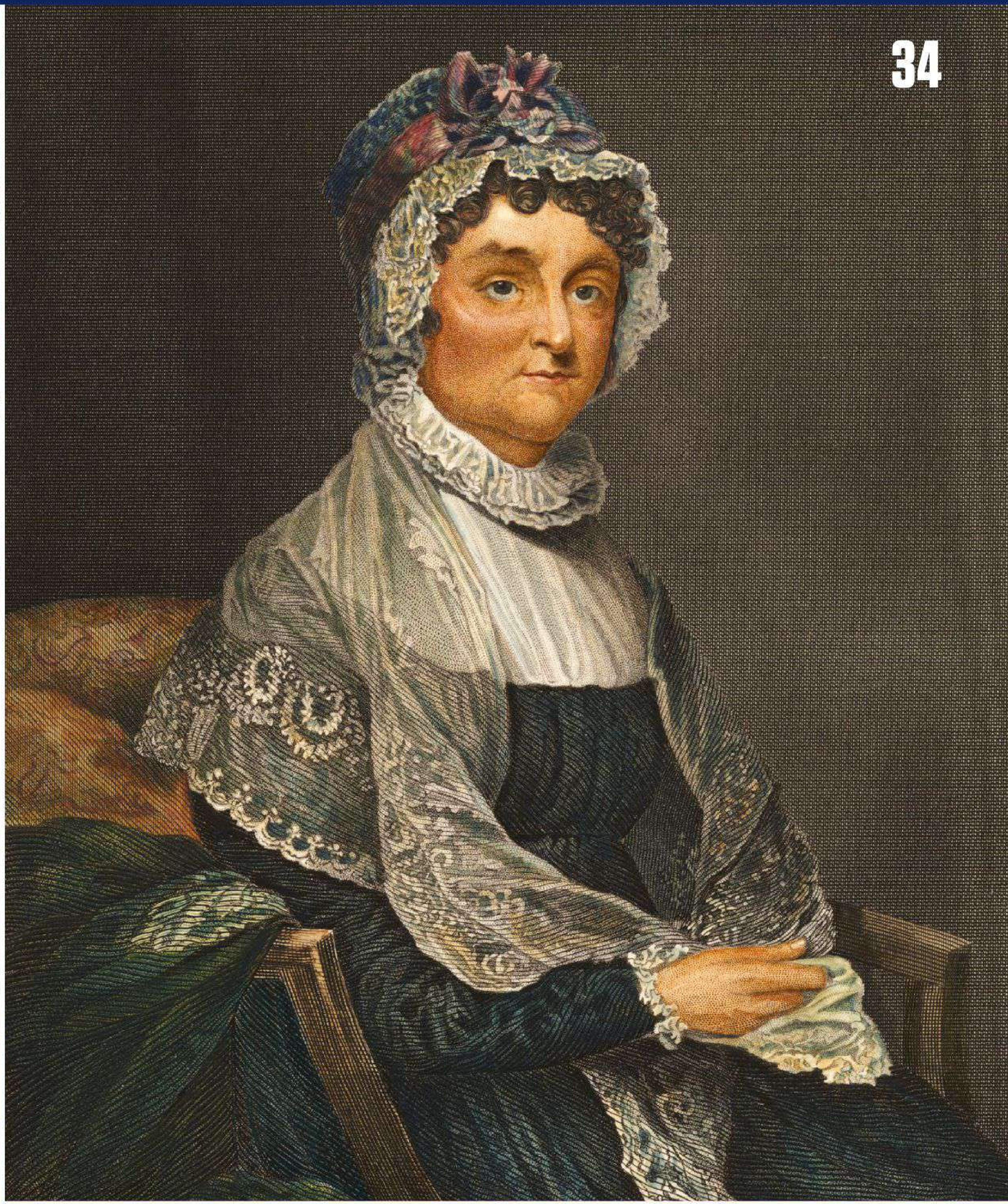
The First Lady has a staff of around 30, and makes the hiring decisions herself

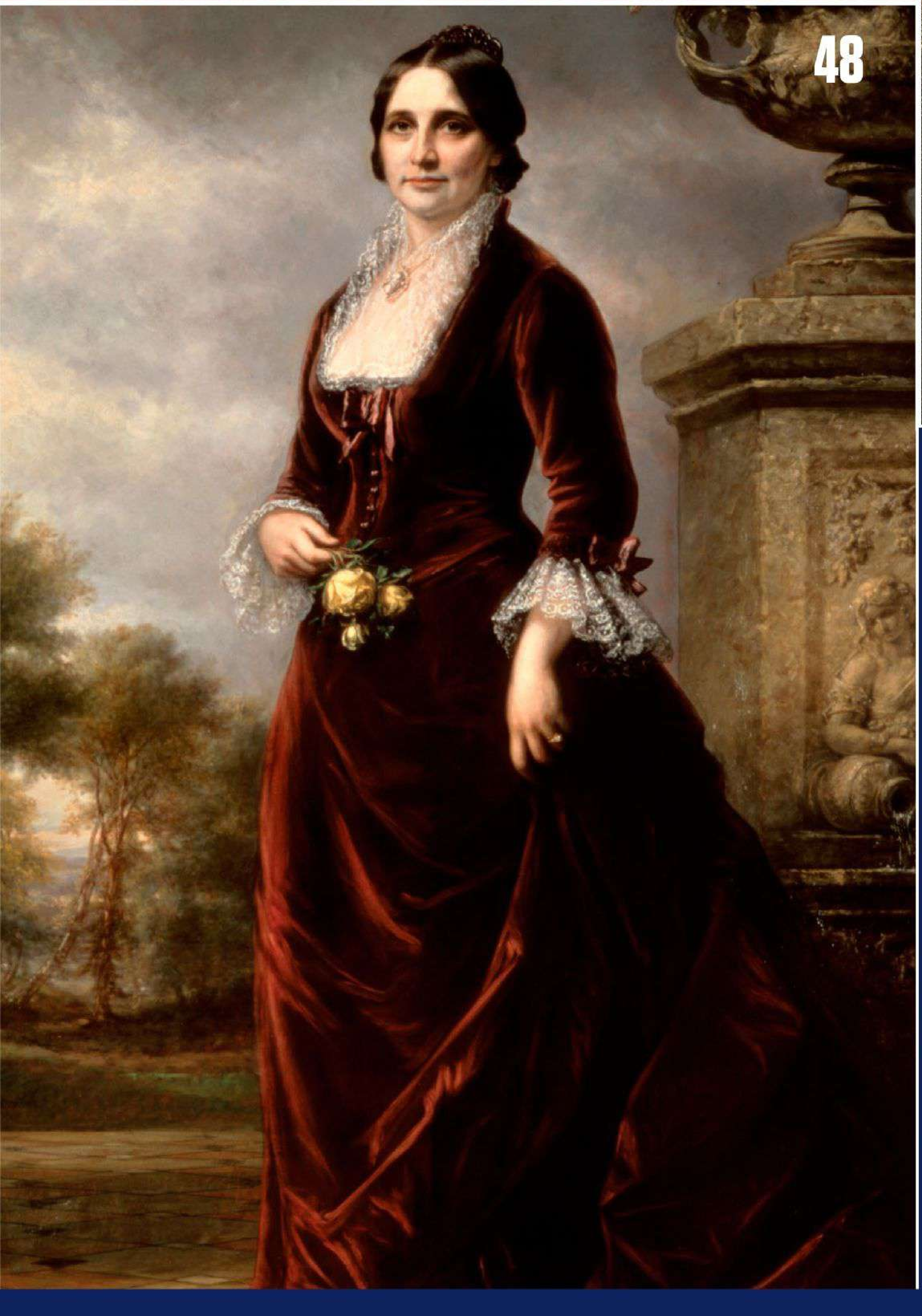
Jacqueline Kennedy looks proudly on after learning JFK had won the 1960 election

© Getty; WIKI: Gage Skidmore; Alamy









Pioneering First Ladies

32 Martha Washington

34 Abigail Adams

38 Dolley Madison

42 Mary Lincoln

48 Lucy Hayes

The First Lady's feet

Martha Washington might not have sought political influence or fame, but one thing she couldn't get enough of was shoes.

When it came time to marry George Washington, Martha sent an order to London for a pair of one-of-a-kind purple silk wedding shoes, decorated with silver braid and detailing. Throughout their married life, Washington often wrote to a London agent to purchase designer shoes for his wife in which he specified minute details of both fit and design.

Eventually, Martha abandoned her British shoemakers in favour of Pennsylvanian manufacturers. Of course, no matter where she purchased them, they were always the height of fashion.

MARTHA WASHINGTON

1789-1797

Known as 'Lady Washington', Martha was the first First Lady of all

Words Catherine Curzon

When Martha Custis married George Washington in 1759 she was a rich widow of 27, with a fortune to her name and a vast portfolio of land and slaves. The couple made their home at Mount Vernon, a plantation in Fairfax County, Virginia; yet when her husband settled into his winter encampments during the War of Independence, Martha was there at his side.

Through the years of conflict Martha served as Washington's hostess, enjoying the camaraderie of other wives and hosting gatherings and dinner parties that would please any society grande dame. All of this stood her in great stead for the moment when George Washington accepted the office of President of the United States, even though it was a role that she believed he was too old to take. Yet it was logistics not reticence that caused Martha to miss Washington's New York inauguration. Busy raising two of her late brother's children, she couldn't just pack up and leave Mount Vernon for New York. There were plans to be made before she could take to the road.

When Martha finally reached New York and her new home on Broadway after an arduous journey, she found herself thrust into an unwelcome and unwanted spotlight. A vast crowd gathered to watch the couple reunite, and Martha and George - along with the two children they were raising - were swept along on a tide of affection. Ripped from the peaceful domesticity of Mount Vernon, Martha was now required not only to host gatherings of officers and their wives, but enormous receptions and dinners in her husband's name. She found the attention and responsibility almost overwhelming but knew that every eye in the city was turned on her, waiting to see how she would rise to the challenge. Despite privately lamenting that she felt like a prisoner, Martha shouldered the responsibility of her new role and established a Friday evening salon open to any who might wish to attend, from the grandest to the most humble.

> Martha and George raised Martha's children, her grandchildren, plus several nieces and nephews

Martha never really settled into life in New York but when the couple moved to Philadelphia, the new capital of the nation, she finally began to feel a little more at home in her role. In Pennsylvania she could relax in the company of old friends and escape the routine of political wifedom a little, attending the theatre and spending time with her confidantes. Whether in New York or Philadelphia, however, the one thing Martha Washington never was was a 'First Lady' - that title had yet to be invented. Nevertheless, Martha was acutely aware that, just as her husband would become the benchmark for those who would follow as President, so too would she be setting the bar for their spouse. Tired of political infighting, she was relieved when Washington left office in 1797 and Mount Vernon became home yet again.

During her time as the untitled First Lady, Martha staffed the President's House in Pennsylvania with slaves from her plantations. In his will, Washington left instructions that the slaves should be emancipated after the death of himself and Martha. Following Washington's death in 1799, Martha instead gave her husband's slaves their freedom within twelve months, rather than waiting for the end of her own life.

When George died, Martha was bereft. Her own health had always been frail and she went into a sharp decline without her husband at her side. Just two years later she joined him in death.

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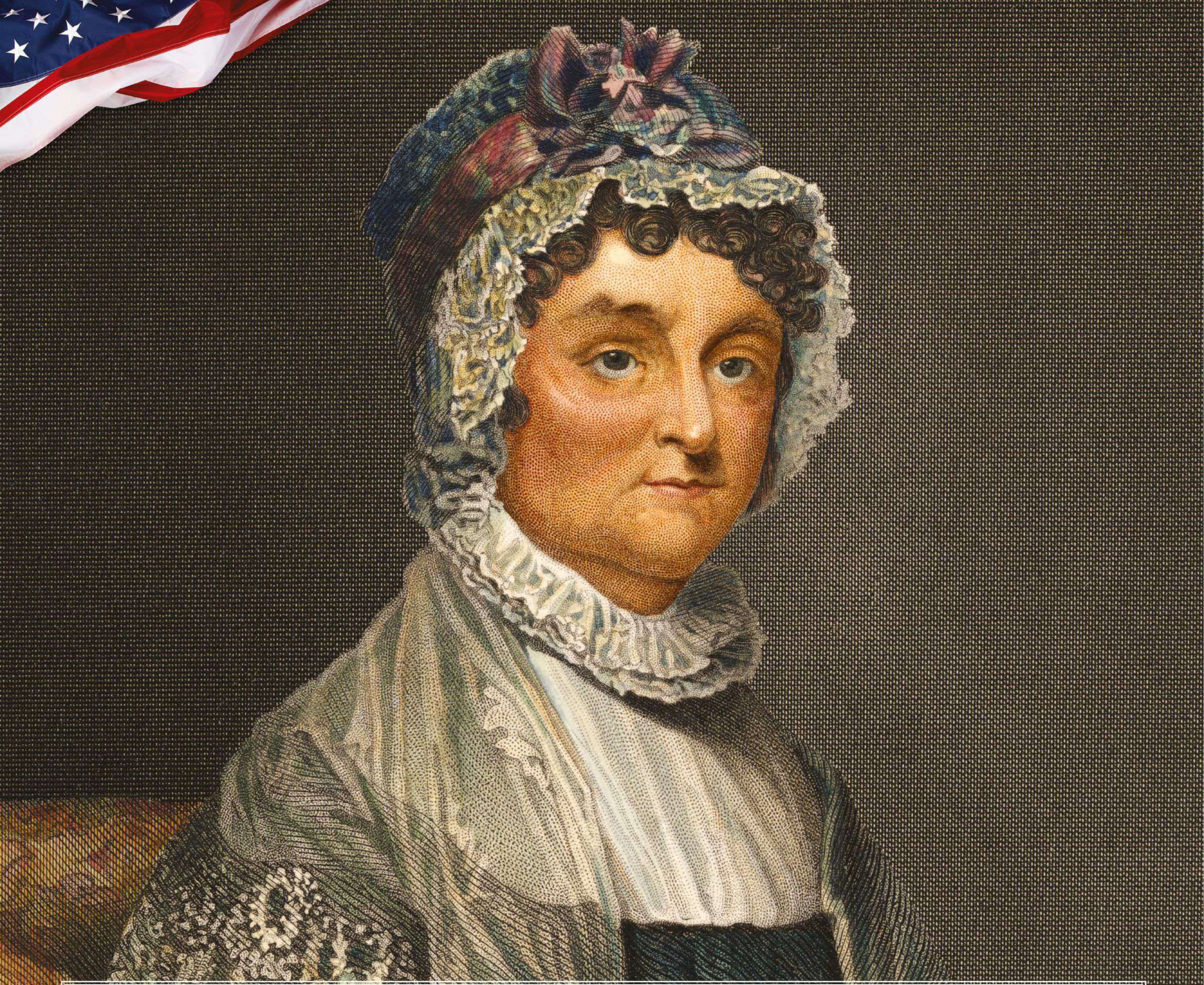


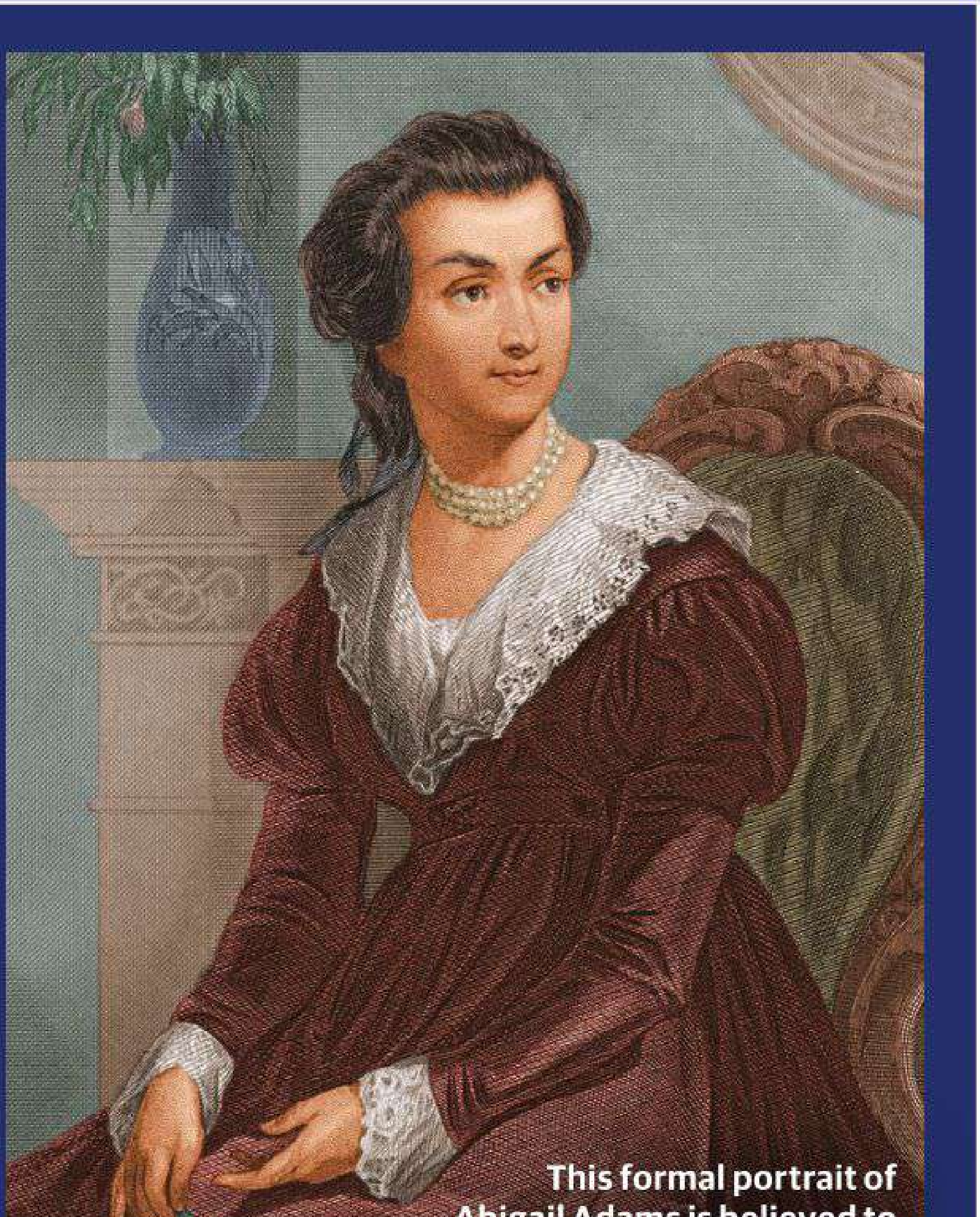
To judge the accused

The first instance of a First Lady holding a position in government occurred in 1775, with the 13 British colonies on the brink of rebellion against the Crown. Abigail Adams was appointed to the Massachusetts Colony General Court with the responsibility of judging whether accused women, through word or deed, had demonstrated loyalty to the King and therefore worked against the cause of the burgeoning revolution.

Abigail was appointed along with Mercy Warren, a propagandist for the colonists before and during the war years, and Hannah Winthrop, the wife of John Winthrop, an intelligent professor of mathematics and natural sciences over at Harvard College.

John Adams wrote to his wife, “You are now a politician and now elected into important office, that of judges of Tory ladies, which will give you, naturally, an influence with your sex.”

Abigail carried on lively correspondence with both Warren and Winthrop in the years that followed, and the collective body of the letters provides interesting insight into the lives of women and families during the Revolutionary period. In 1776, Abigail noted her tremendous support for the patriot cause in a letter to Warren: “Our country is as it were a Secondary God, and the first and greatest parent. It is to be preferred [sic] to parents, to wives, children, friends, and all things the Gods only excepted.”



This formal portrait of Abigail Adams is believed to have been painted during the Revolutionary War

ABIGAIL ADAMS

1797-1801

A revolutionary woman who played a significant role in the founding of the United States of America

Words Catherine Curzon

She was the second First Lady, the first Second Lady, and the first First Lady to become the mother of an American President. Abigail Adams played a defining role in the development of a new nation and voiced her opinions on issues of the day. Her advice and counsel were invaluable to her husband, John Adams, one of the Founding Fathers and second President of the United States.

After John Adams was elected president, he wrote to Abigail: "I never wanted your advice and assistance more in my life"

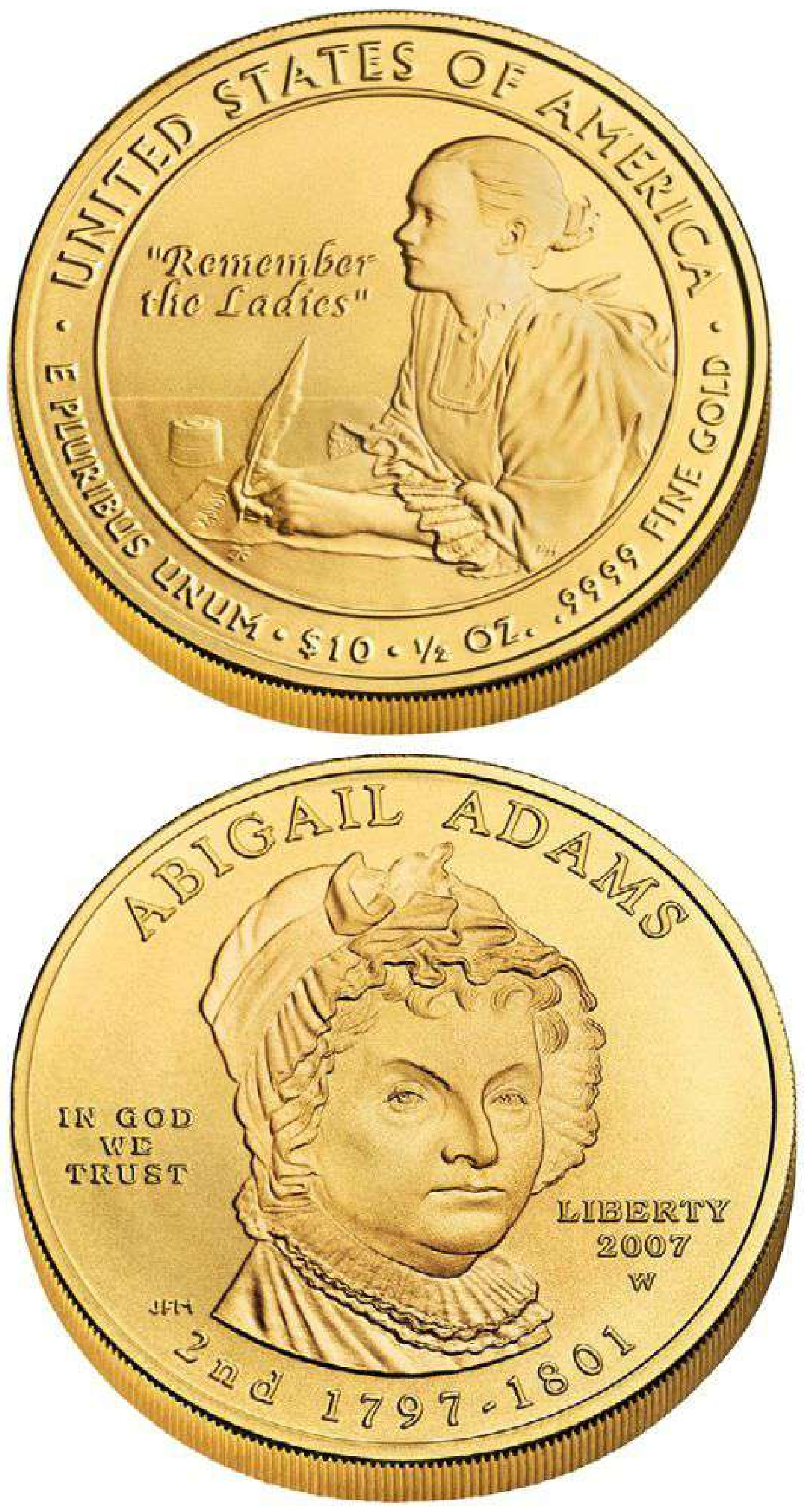
If the measure of her influence in American political life is fairly assessed, Abigail is justly considered among the founders of the country in her own right. She was the wife of John Adams for 54 years, caring for their children while he was on extended leave, and proving remarkably skilled, resourceful and resilient in numerous aspects of home life, business and politics. During his lengthy legal and political career, her husband regularly sought her perspectives on the functions of government and social justice.

Born Abigail Smith in Weymouth, Massachusetts, on 22 November 1744, she was the second of four children. Her father, William Smith, was the pastor of the North Parish Congregational Church. Her mother, Elizabeth Quincy Smith, was from a prominent family that included her grandfather, John Quincy, who was speaker of the Massachusetts Assembly for 40 years. Although she received no formal education (possibly because she was a sickly child) she nevertheless took advantage of the large libraries belonging to her father and grandfather, while her mother taught her to read and write.

She married John Adams on 25 October 1764, and the couple moved into a cabin near her husband's birthplace in Braintree, Massachusetts.

Nine months later, a daughter, Abigail, was born. During the next 12 years, five more children followed: John Quincy, future sixth president of the United States in 1767, Grace Susanna in 1768, Charles in 1770, Thomas in 1772, and the stillborn Elizabeth in 1777. Her husband's law practice grew, and he became embroiled in the troubles that preceded the Revolutionary War. The family moved to Boston and then back to Braintree as the tensions among British soldiers and the citizens smouldered.

While John Adams was away for extended periods practising law, serving as a delegate to the Continental Congress and immersed in the formation of a fledgling nation, Abigail tended their farm, handled financial affairs and raised the children very much on her own. She was an astute



investor, and her wise use of money accounted for much of the Adams family's prosperity. Through the years a lengthy and illuminating correspondence between husband and wife developed. Both were talented in the use of prose, and historians acknowledge that Abigail's letters are every bit as captivating as her husband's, who was renowned as one of the most eloquent communicators of his time.

Abigail was expressive and sincere, and it is clear that her husband valued her opinions. "My pen," she wrote him in 1775, "is always freer than my tongue. I have wrote [sic] many things to you that I suppose I never could have talked." While revealing a glimpse of day-to-day living during the Revolutionary period, her letters describe her roles as a mother, wife, friend and political observer. In 1776 as the Second Continental Congress began to debate the framework of the US government, she wrote to her husband with concerns for the equality of women. "I desire you would remember the ladies, and be more generous and favourable to them than your ancestors. Do not put such unlimited power into the hands of husbands. Remember all men would be tyrants if they could."

Abigail travelled to Europe when John took diplomatic posts as envoy to France and Ambassador to Great Britain in the mid-1780s. They returned to America in 1788, settling in Quincy, Massachusetts, and on 30 April 1789, John became the first Vice President of the United States. Eight years later he was elected the country's second President. Abigail was active in her husband's campaign but unable to attend his inauguration on 4 March 1797, while caring for his dying mother. She understood the gravity of her new role and wrote of a "sense of the obligations, the important trusts, and numerous duties connected with it."

During their lifetimes, Abigail and John Adams exchanged approximately 1,200 personal letters

"You need not be told how much female education is neglected…"

Abigail writing to John in 1778

The Adams had been close friends with Thomas Jefferson, but their rivalry during the 1796 election created a rift that was not mended for many years. Anti-Federalist politicians took aim at the outspoken First Lady. One of them referred to her as, "Mrs President, not of the United States but of a faction" and added that he had "heard her majesty as she was asking the names of different members of Congress and then pointed out which were 'our people'."

Abigail dispensed rhetoric as searing as that which she received and admitted that she had expected to be "fastened up hand and foot and tongue to be shot at as our Quincy lads do at the poor geese and turkies [sic]… I have been so used to freedom of sentiment that I know not how to place so many guards about me, as will be indispensable, to look at every word before I utter it, and to impose silence upon myself, when I long to talk."

Abigail was fiery and candid, once remarking that after speaking directly to Founding Father Alexander Hamilton she had looked into the eyes of the Devil himself. She wrote editorial letters to newspapers in efforts to support her husband's policies and sometimes successfully manipulated the press by planting favourable stories in the circulars. Her forthright participation in the political arena was welcomed by her husband and often jeered by opponents.

While serving as First Lady, she made frequent public appearances, held a large dinner once a week, and coordinated the entertainment for the Fourth of July celebrations in the capital city of Philadelphia. After the capital was moved to Washington, DC, Abigail became the first First Lady to reside in the White House during the last four months of her husband's presidential term.

The life of a revolutionary woman

22 November 1744
Elizabeth Quincy Smith gives birth to her second child, Abigail, in Weymouth, Mass. Her father was a Congregational minister and her grandfather a longtime political figure.

25 October 1764
The wedding of Abigail Smith and John Adams takes place at her family home, and the couple rides in a carriage to their cabin near John's birthplace in Braintree.

14 July 1765
Nine months after their marriage, Abigail and John Adams welcome their first child, Abigail, known as 'Nabby'. She dies in 1813 of breast cancer at the age of 48.

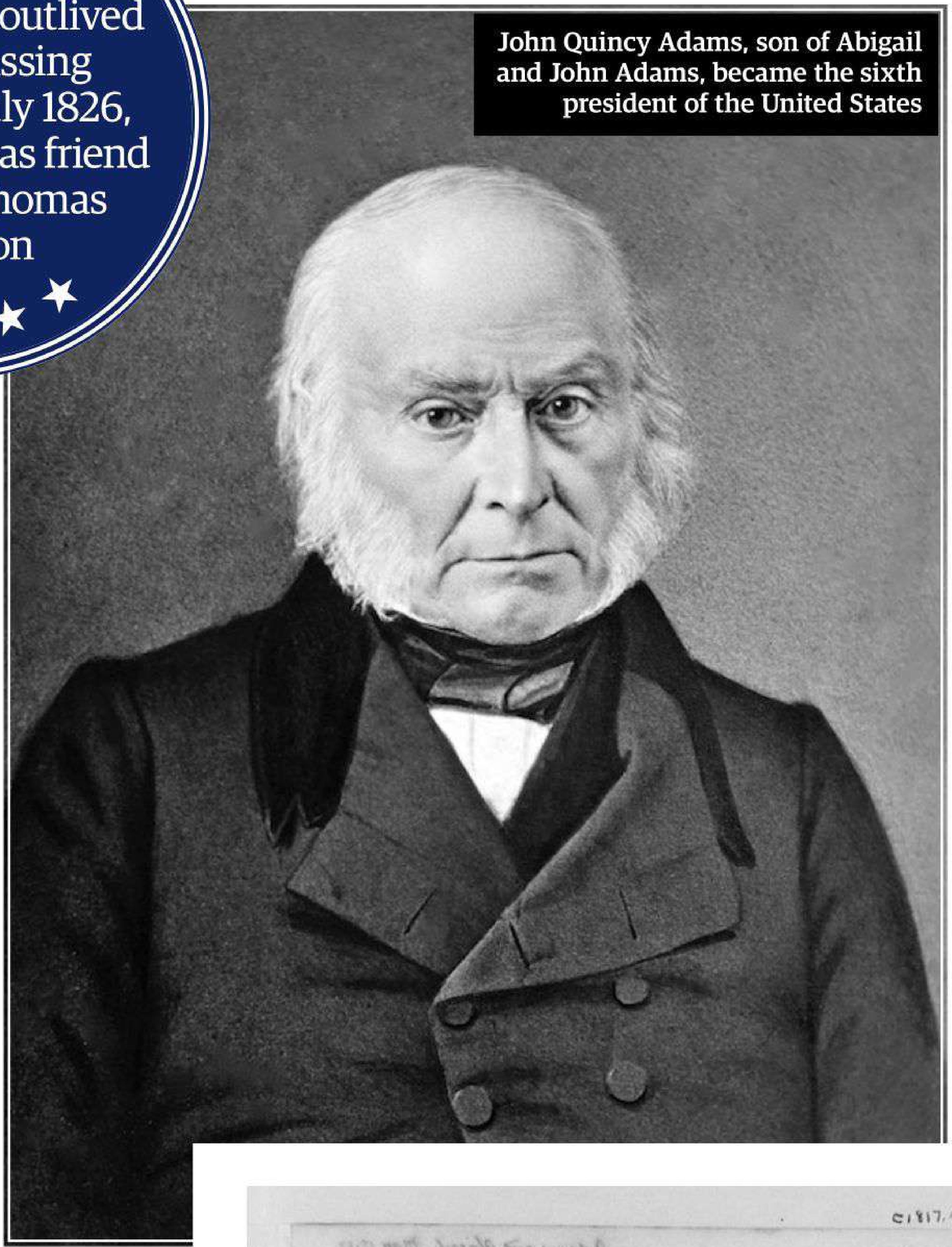
11 July 1767
John Quincy Adams, future sixth President of the United States, is born in Braintree. He also serves as a diplomat to several European countries, including Russia, and Great Britain.

24 October 1770
The trials of British soldiers accused of murder during the Boston Massacre begin. John Adams serves as defence counsel, and the soldiers are acquitted in a landmark case during his rise to prominence.

December 1773
Due to his legal and political obligations, John Adams is absent for lengthy periods. Abigail writes to him during a long winter, "Alas! How many snow banks divide thee and me."

The Old House at Peacefield in Quincy, Massachusetts, was home to the Adams family for four generations

> John Adams outlived Abigail, passing away on 4 July 1826, the same day as friend and rival Thomas Jefferson

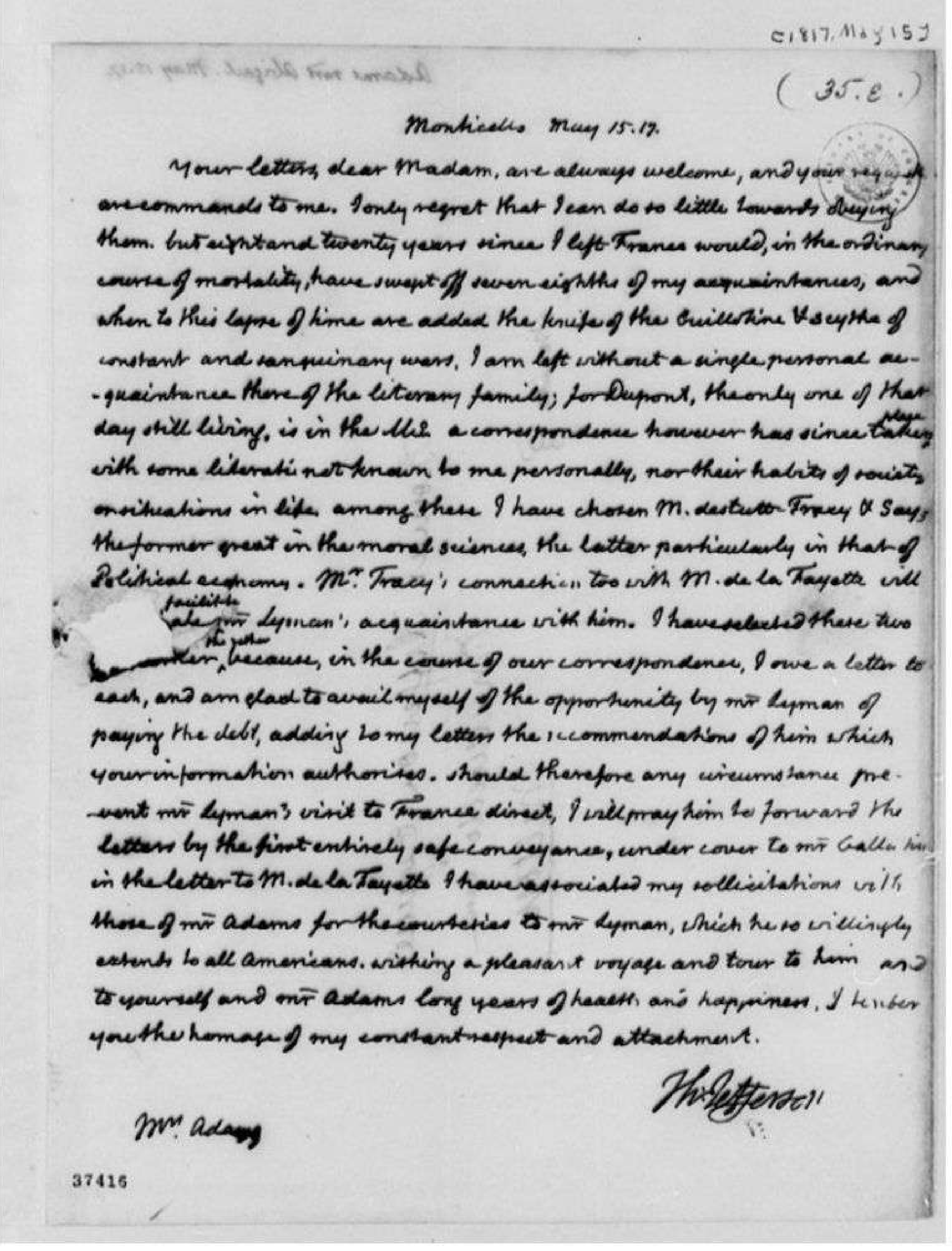


John Quincy Adams, son of Abigail and John Adams, became the sixth president of the United States

In 1800, John Adams was defeated in his bid for re-election by Thomas Jefferson following perhaps the most acrimonious presidential campaign in the nation's history. By then, Abigail was ready to retire, admitting that she was "sick, sick, sick of public life." That November, she wrote to her 33-year-old son John Quincy: "...we retire from public life... I have few regrets. At my age, and with my bodily infirmities, I shall be happier at Quincy. Neither my habits, nor my education or inclinations have led me to an expensive style of living, so that on that score I have little to mourn over. If I did not rise with dignity, I can at least fall with ease, which is the more difficult task." She added that she bore no grudges against political rivals and was true to the sentiment. She wrote to Jefferson with condolences on the death of his daughter Polly in 1804, renewing the ties of friendship.

On 28 October 1818, Abigail died of typhoid fever in Quincy aged 73. She is remembered as an early advocate for women's rights, an opponent of slavery, an eloquent correspondent whose letters provide an invaluable perspective on life in colonial America, and an iconic First Lady.

> Abigail's last words were: "Do not grieve, my friend, my dearest friend. I am ready to go. And John, it will not be long"



c1817. May 15]

(35.E.)

Monticello May 15. 17.

Your letters, dear Madam, are always welcome, and your requests are commands to me. I only regret that I can do so little towards obeying them. but eight and twenty years since I left France would, in the ordinary course of mortality, have swept off seven eighths of my acquaintances, and when to this lapse of time are added the knife of the Guillotine & scythe of constant and sanguinary wars, I am left without a single personal acquaintance there of the literary family; for Dupont, the only one of that day still living, is in the US. a correspondence however has since taken place with some literati not known to me personally, nor their habits of society or situations in life. among these I have chosen M. Destutt-Tracy & Say, the former great in the moral sciences, the latter particularly in that of Political economy. Mr. Tracy's connection too with M. de la Fayette will facilitate mr Lyman's acquaintance with him. I have selected these two [illegible] the latter, because, in the course of our correspondence, I owe a letter to each, and am glad to avail myself of the opportunity by mr Lyman of paying the debt, adding to my letters the recommendations of him which your information authorises. should therefore any circumstance prevent mr Lyman's visit to France direct, I will pray him to forward the letters by the first entirely safe conveyance, under cover to mr Gallatin. in the letter to M. de la Fayette I have associated my sollicitations with those of mr Adams for the courtesies to mr Lyman, which he so willingly extends to all Americans. wishing a pleasant voyage and tour to him and to yourself and mr Adams long years of health and happiness, I tender you the homage of my constant respect and attachment.

Th: Jefferson

Mrs. Adams

37416

6 July 1774
Soon after John writes to Abigail speaking of his homesickness – "I believe it is time to think a little about my family and farm" – the Adams family leave Boston and return to the country.

July 1784
Abigail reunites with John Adams in Paris after months apart and negotiations resulting in the Treaty of Paris. John is later appointed Ambassador to Great Britain, precipitating a move to London.

4 March
John Adams becomes the second President of the United States, and Abigail becomes the nation's second First Lady. She is an advisor to her husband and advocate for women.

November 1800
The Adams family move into the unfinished White House in Washington, DC. Their stay is short-lived as John loses the election to Thomas Jefferson in December.

30 November 1800
Charles, the second son of Abigail and John Adams, dies of cirrhosis of the liver due to alcoholism. His three-year-old daughter, Suzannah, comes to live with her grandparents.

28 October 1818
At age 73, Abigail Adams dies of typhoid fever in Quincy, Massachusetts. She leaves a stirring legacy as First Lady, as well as spouse and advisor to her husband, President John Adams.

© Getty, WIKI

DOLLEY MADISON

1809-1817

Accomplished society hostess Dolley fostered an attitude of collaboration at her glittering functions

Words Catherine Curzon

In 1794, 26-year-old widow Dolley Todd caught the eye of 43-year-old James Madison, who represented Virginia in the House of Representatives. She was glamorous and accomplished, he was ambitious and successful, and soon the stage was set for marriage. Together the couple retreated to Montpelier, the Madison family plantation in Virginia, but the lure of politics soon proved too strong to resist. In 1800, Thomas Jefferson appointed Madison as his Secretary of State and Madison headed for Washington. With him was Dolley, accompanied by her son from her first marriage and a retinue of slaves.

When she plunged into poverty, Dolley took small handouts from Paul Jennings, her former slave

Jefferson was a widower and he decided that the recently completed White House needed a woman's touch. The obvious candidate to lend that certain spark was Dolley Madison and she worked alongside architects to furnish the finished house, providing the President with his first official, purpose-built residence. She also served as a hostess at Jefferson's ceremonial events, which proved to be a useful dress rehearsal for when the day she would become First Lady in her own right.

That day came in 1808, when Jefferson announced his retirement. Dolley's popularity was vital in Madison's battle to be elected President, but she wasn't without her enemies. As her husband campaigned, some newspapers suggested that Dolley had been more than a hostess to Jefferson, implying that the couple had also been lovers. Despite this attack on her character, Dolley's widespread popularity was virtually unassailable and when Madison won the election, Dolley was ready to hit the ground running at his side.

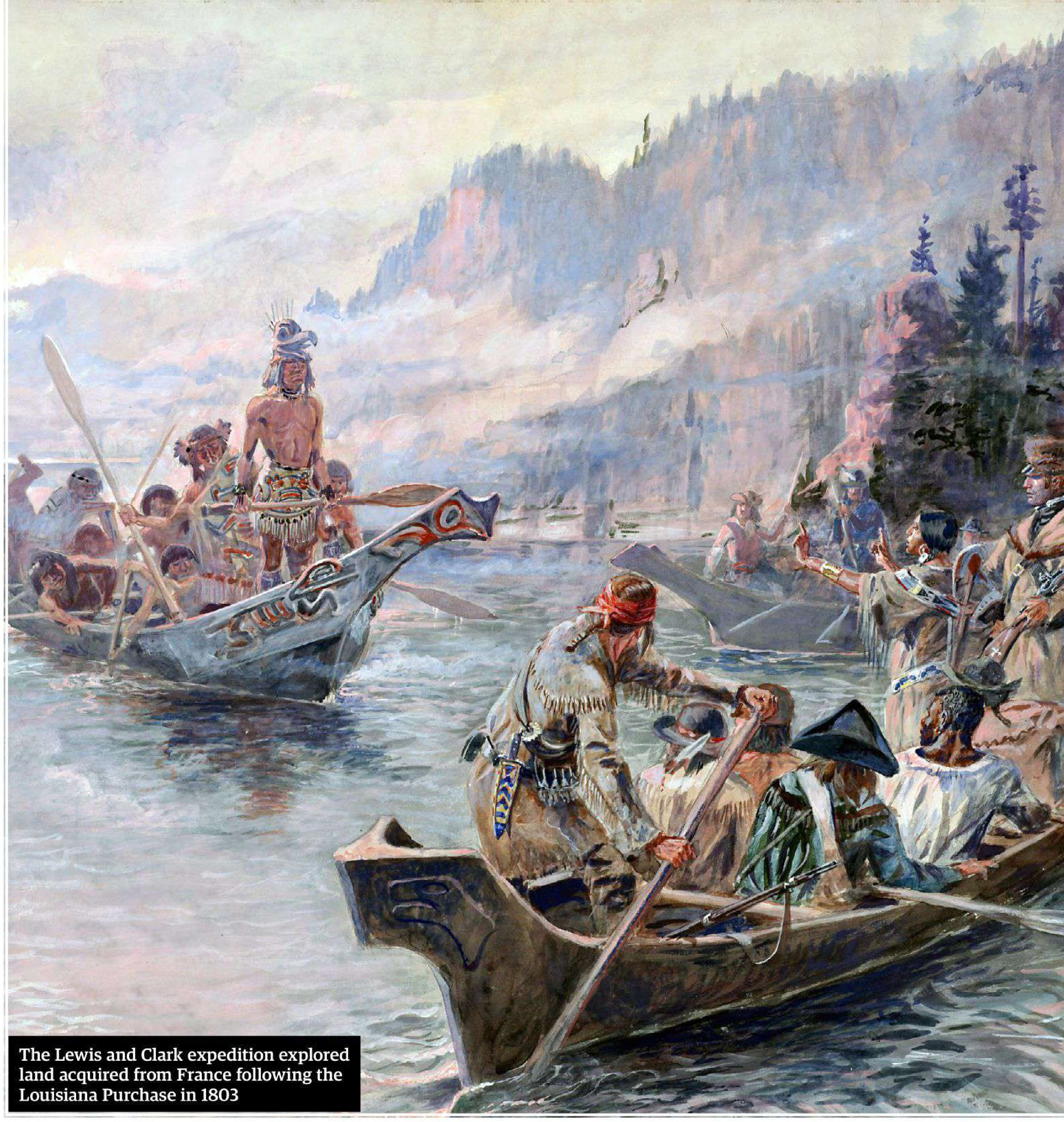
As First Lady, Mrs Madison was noted for her natural dignity and easy manner, as well as the impeccable hospitality that she soon became renowned for. Her first official duty was as co-host of the first true inaugural ball, a dinner dance sponsored by Dolley in honour of her husband's victory. It was an opportunity to show the political elite that she meant business, and just like everything else, she wasn't about to hold back.

As one half of America's first couple, she intended to make an entrance and she wowed the attendees by appearing in a gown of opulent velvet, towering plumes adorning the richly ornamented turban that became her fashion trademark. It was the first of many such social extravaganzas. Once married to a Quaker and expected to don appropriately sober dress, Dolley Madison had reined in her natural exuberance enough for one lifetime. In a riot of colour, fabric and feathers, she would live life to the full.

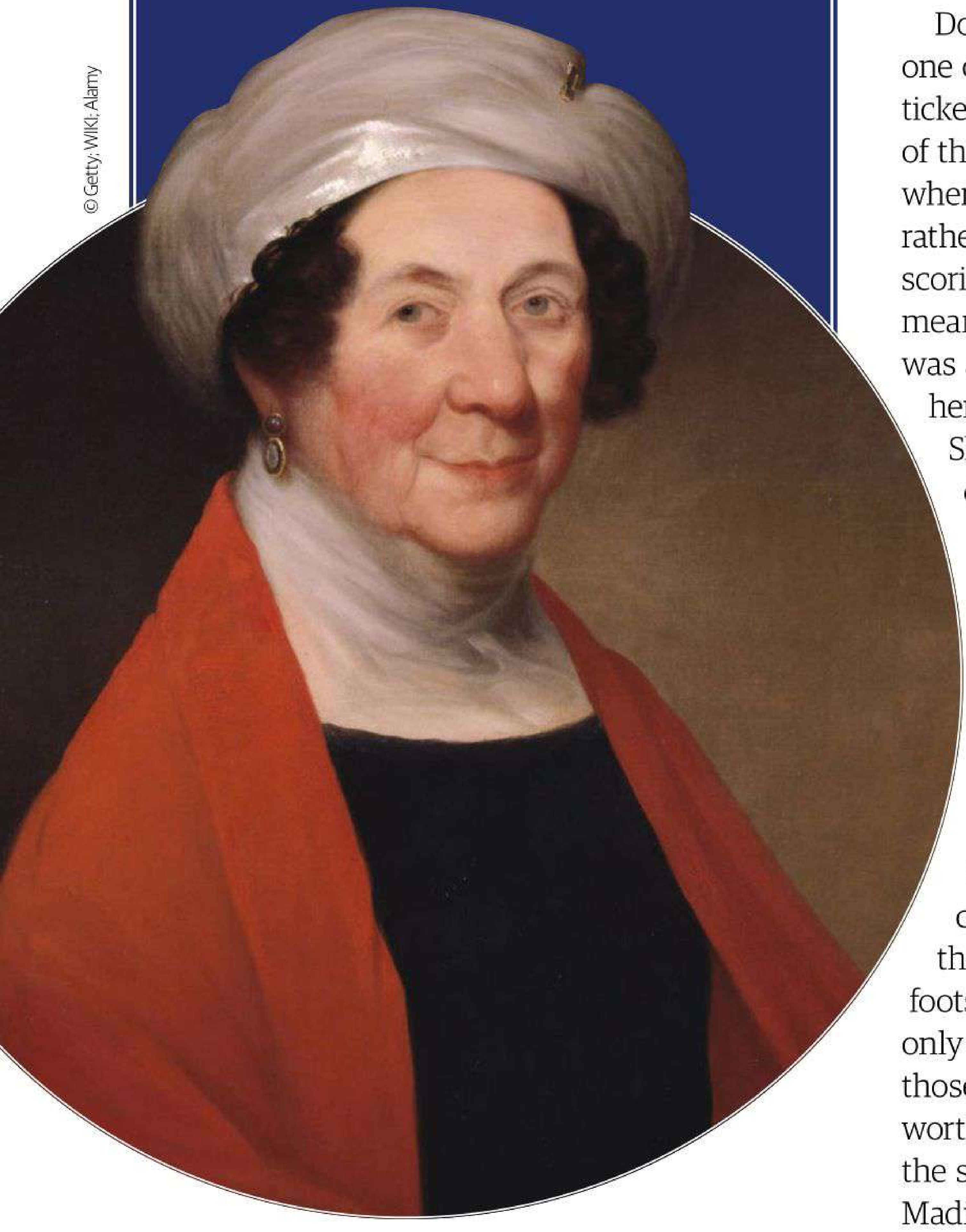
Financing Lewis and Clark

During her years acting as an unofficial hostess for widowed President Thomas Jefferson, Dolley's receptions became a must-see attraction for visiting dignitaries from around the world. She understood the importance of putting on a show and created elegant, classy entertainments for visitors from across the globe.

It was during this period that Dolley organised her friends to solicit donations of money and vital supplies for Meriwether Lewis and William Clark's expedition to explore the territory acquired in the recent Louisiana Purchase. Thanks in part to Dolley's efforts on their behalf, the expedition's meagre $2,500 government grant was supplemented with essentials including lamps, oil and dried and canned foods. When he returned to Washington, Lewis was a regular caller at the Madison home, where he regaled Dolley with stories of his adventures.



The Lewis and Clark expedition explored land acquired from France following the Louisiana Purchase in 1803



Dolley raised funds for the famed Lewis and Clark expedition to the Pacific coast

© Getty; WIKI; Alamy

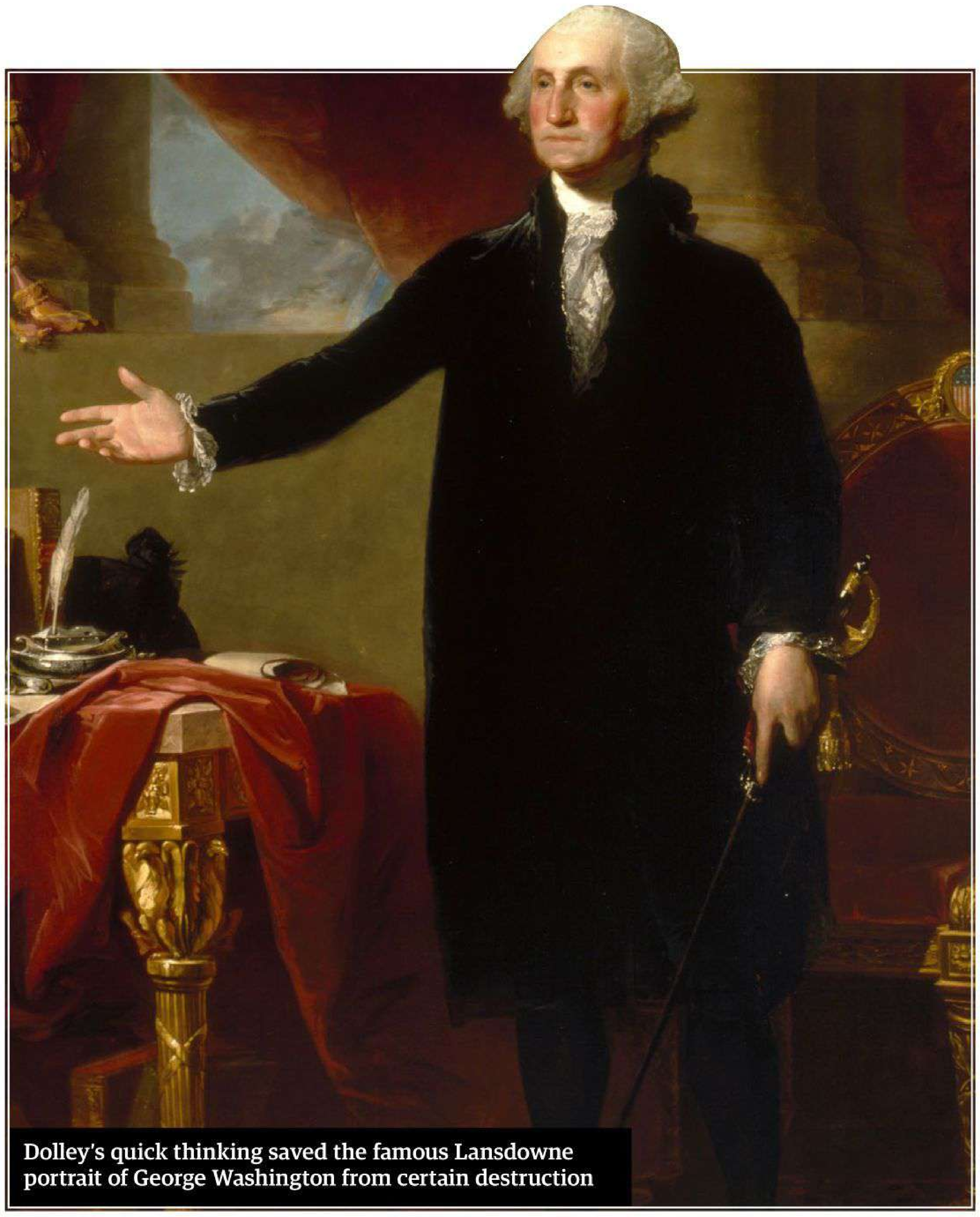
Dolley was a born hostess and an invitation to one of her soirées was soon the most sought-after ticket in town. She invited guests from both sides of the political spectrum to attend official events where she encouraged debate and conversation, rather than the familiar partisan sniping and points scoring that often took the place of meaningful discussion. Dolley was a vital secret weapon in her husband's arsenal. She was seemingly disinterested in politics but managed to soothe even the most irate of politicians with her natural charm and infectious good humour.

More so than any of her predecessors, Dolley truly cultivated her role as First Lady, becoming the model for those who would follow in her footsteps. She believed that her duty was not only to support the interests of her husband, but those of the very nation itself. As any hostess worth her salt knows, however, she must have the surroundings to back up her skills, and Dolley Madison was no exception. Under her stewardship the White House became the centre of the political stratosphere, with its state rooms redecorated in the most splendid manner imaginable. She envisioned a place that would leave even the grandest visitors awestruck and send a clear message to everyone about the prosperity and power of the United States of America.

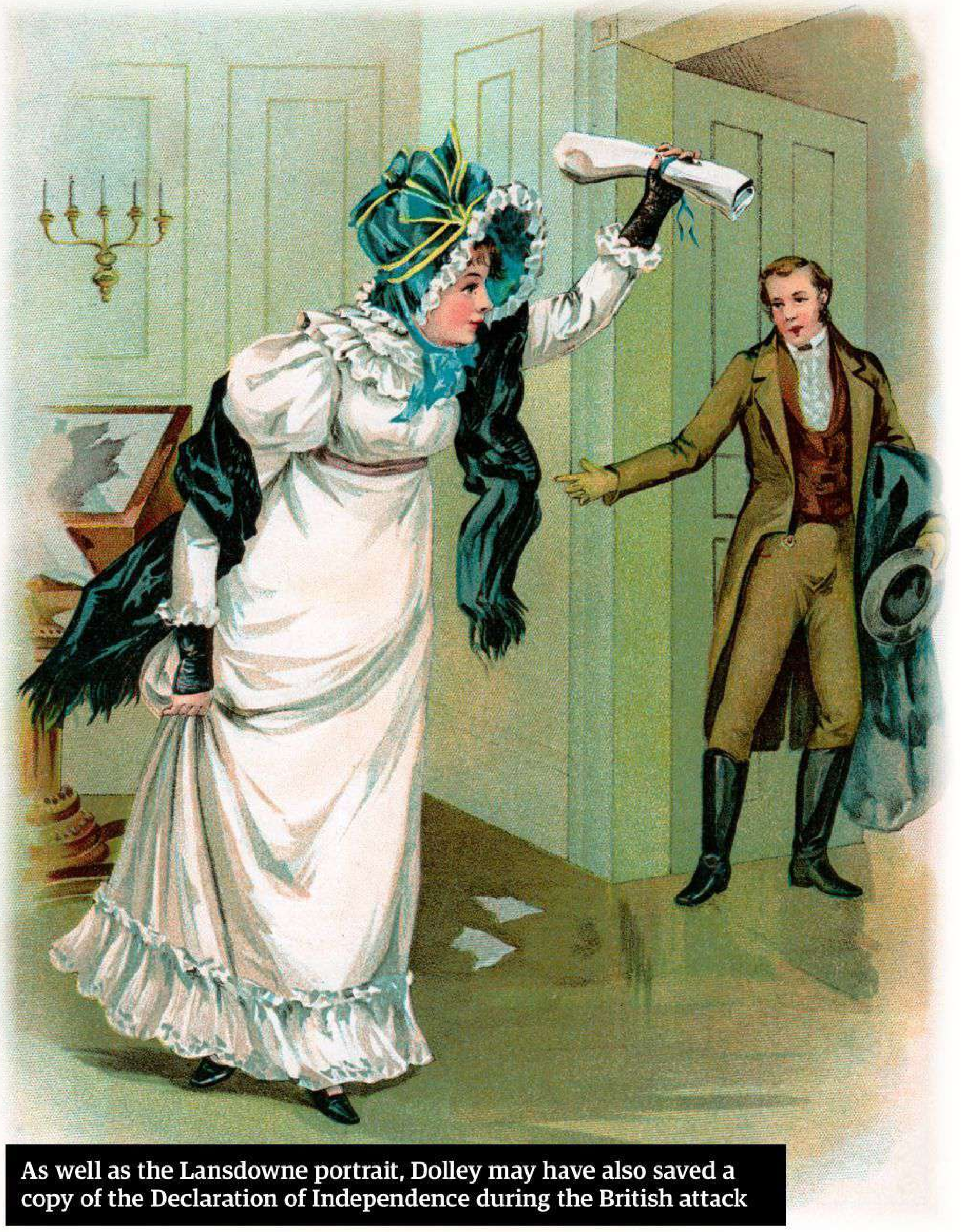
Yet in a world so filled with wealth and glamour, Dolley was not content to be a mere hostess. Instead she became the first but certainly not the last First Lady to champion a specific cause as her own, choosing the plight of Washington's orphaned girls. Dolley joined the board of a project that intended to found a home to help these orphans and, thanks to her tireless fundraising and networking, she was able to achieve her aim. It was a resounding success for the woman who was determined to be known for more than her collection of fashionable turbans.

Yet all of this paled in significance against one single act, and it was this act that made Dolley a symbol of the patriotism of the new United States. When the British burned Washington to the ground during the War of 1812, Dolley refused to leave the White House until she had ensured that Gilbert Stuart's monumental portrait of George Washington

> Though initially buried in Washington, Dolley was reinterred beside Madison at Montpelier



Dolley's quick thinking saved the famous Lansdowne portrait of George Washington from certain destruction



As well as the Lansdowne portrait, Dolley may have also saved a copy of the Declaration of Independence during the British attack

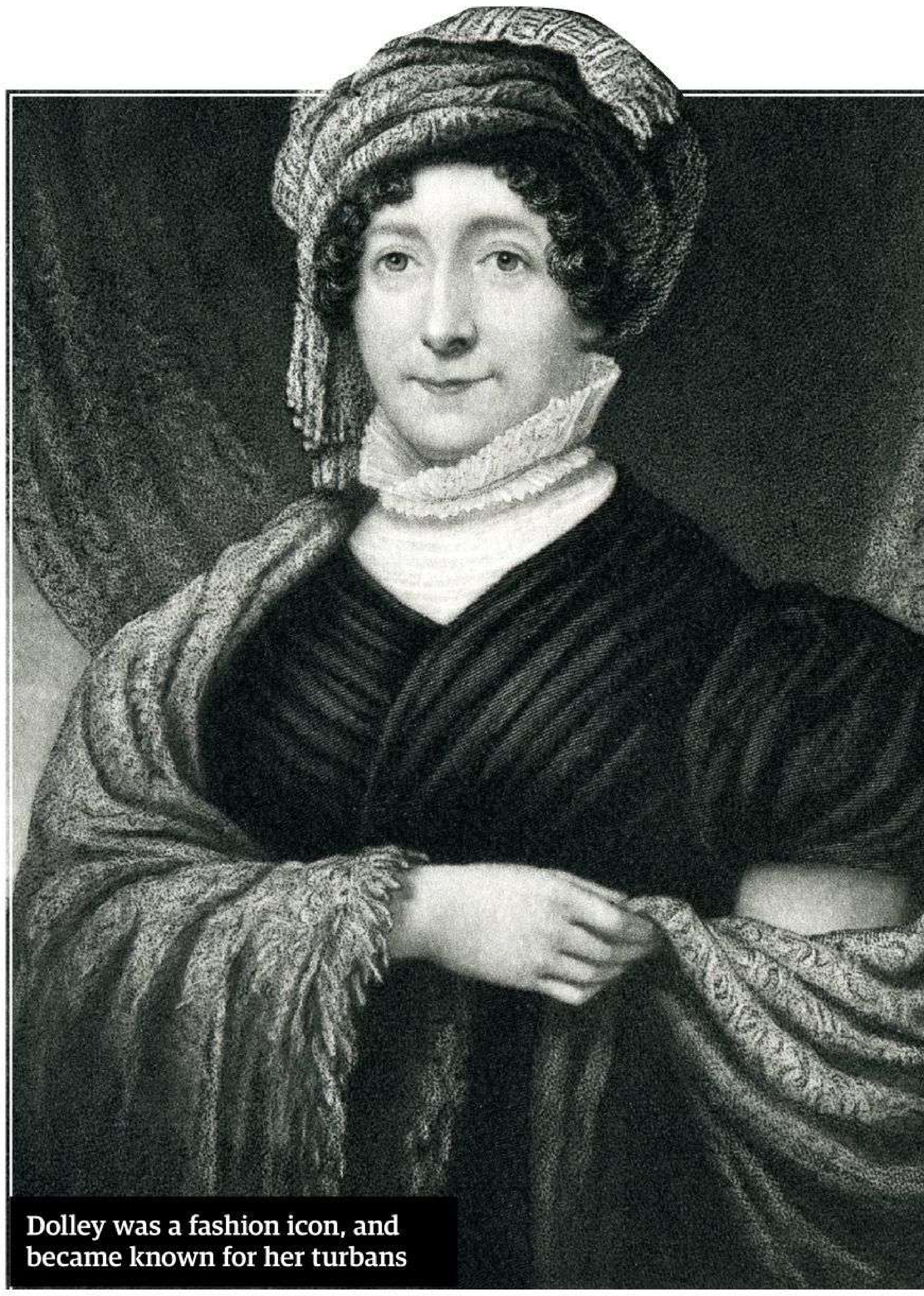
> "In a world so filled with wealth and glamour, Dolley was not content to be a mere hostess"

had been carried to safety. Though the legend attached to this heroic act of artistic patriotism suggests that Dolley somehow took the vast work out of harm's way alone, scholars believe that the hard work was actually done by Madison's slaves under Dolley's direction. Nonetheless, this single act cemented Dolley Madison's place in the public consciousness. Already a celebrity, now she was the very model of patriotism, too.

Though Dolley was sorry to leave the role of First Lady when her husband retired in 1817, she returned to Montpelier in Orange County, Virginia, at his side. Here she ran the household while assisting Madison with the organisation of his presidential papers, many of which she had rescued along with a collection of silver from the White House in the hours before it was burned. Madison hoped to publish his papers but the work involved was substantial and Dolley was still toiling at this duty when her husband died in 1836. Sadly Dolley's dreams of a peaceful dotage were shattered when she was plunged into poverty thanks to the actions of her son, who proved to be as bad at managing the sprawling family estate as he was at balancing the books.

Dolley was forced to sell Montpelier to ease the burden of debt but even without creditors knocking at the door, it was a perilous existence for a woman who had once lived a life of luxury and fame. Her luck changed in 1844 when Congress purchased some of the presidential papers she had saved during the burning of Washington. With the money she raised, Dolley was able to settle into a more comfortable old age. Once again she began to host social gatherings, eventually becoming an exemplar for the First Ladies who followed, and many of them turned to her for advice on the job.

Dolley was so popular with Democrats and Republicans alike that she was awarded an honorary seat on the floor of Congress – the only First Lady ever to receive this honour. Her last public appearance was at President Polk's farewell reception in the White House. For a moment she was on the arm of the President once more, at the scene of her most memorable triumphs.



Dolley was a fashion icon, and became known for her turbans

MARY LINCOLN

1861-1865

After witnessing her husband's assassination, Mrs Lincoln's life began to unravel

Words Catherine Curzon

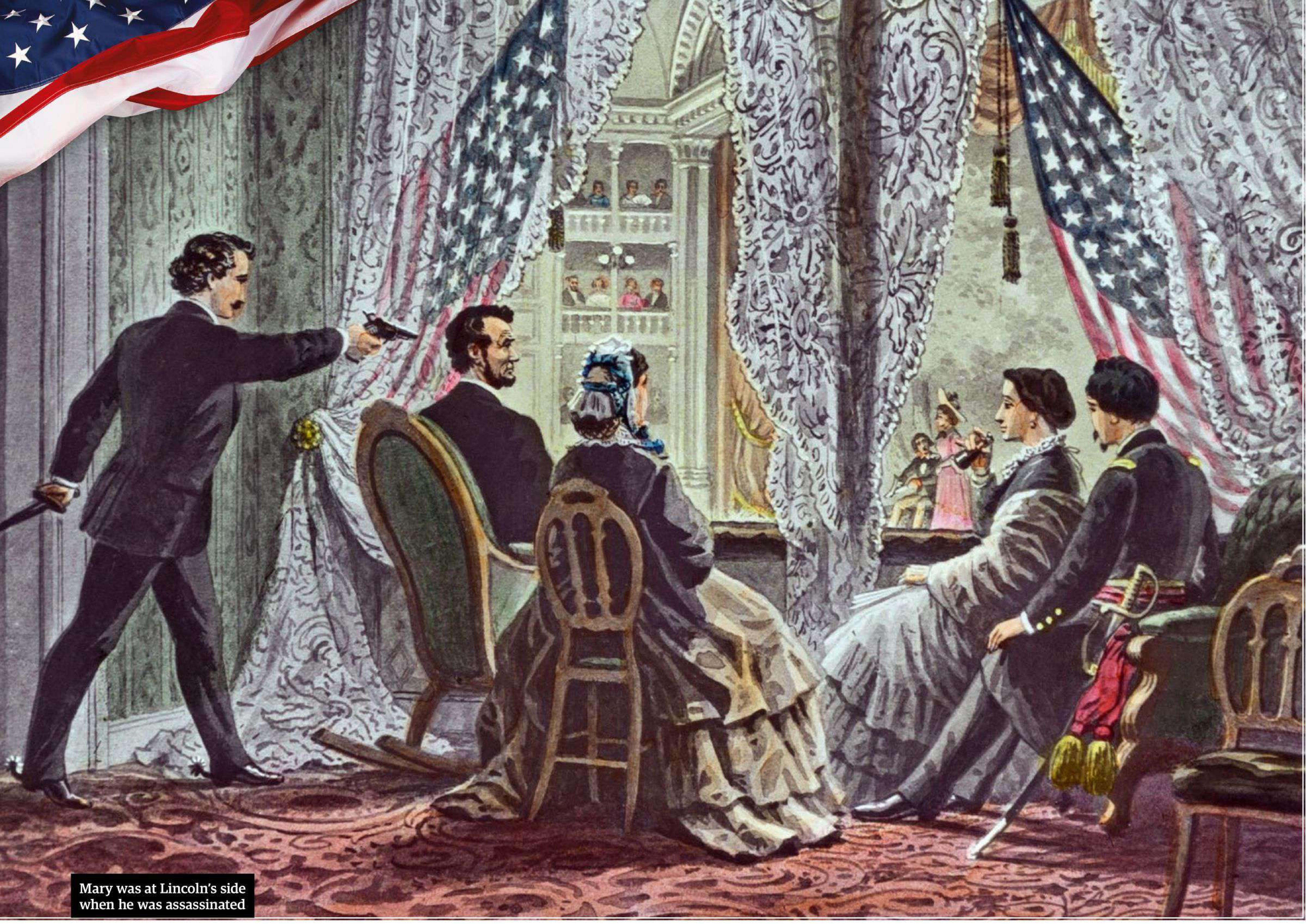
When budding politician Abraham Lincoln first laid eyes on Mary Todd, he was determined to marry her. After misunderstandings, separation and reconciliation, the couple finally made it to the altar, beginning a marriage that might be termed troubled. Mary was convinced that Lincoln preferred pursuing his flourishing legal career to spending time with her and she grew increasingly anxious. In a desperate effort to win her husband's attention Mary flirted with his friends, but all Lincoln did was bury his head in his work. When it came to politics, however, the two were perfectly in sync.

No wife was more attuned to the realities of the political world than Mary Lincoln, and as her husband set his sights on the White House, she was his most crucial advisor. As Lincoln's career took flight, Mary became an accomplished hostess and was known for her refusal to remain silent when she had an opinion to share. Mary was politically astute, intellectually quick and possessed of a fearsome brain that won her friends and enemies in equal measure. She wrote campaign letters in support of her husband and when he finally won the nomination in the presidential race, it was Mary who became his trusted advisor. Perhaps the most compelling evidence of Mary's place in Lincoln's esteem came when he was elected President in 1861. He dashed home as quickly as he could to tell his wife, "We are elected".

The Lincolns headed for Washington under the shadow of an anonymous death threat, but Mary was fearless in her determination to celebrate her husband's achievement. Every time their train stopped, the public rushed forward to catch a glimpse of the so-called 'Illinois Queen' - Mary was stunned at her popularity but more than anything, she was sure that this meant that the people had indeed voted not only her husband into office, but her too.

> An accomplished cook, Mary's specialty was her white almond cake

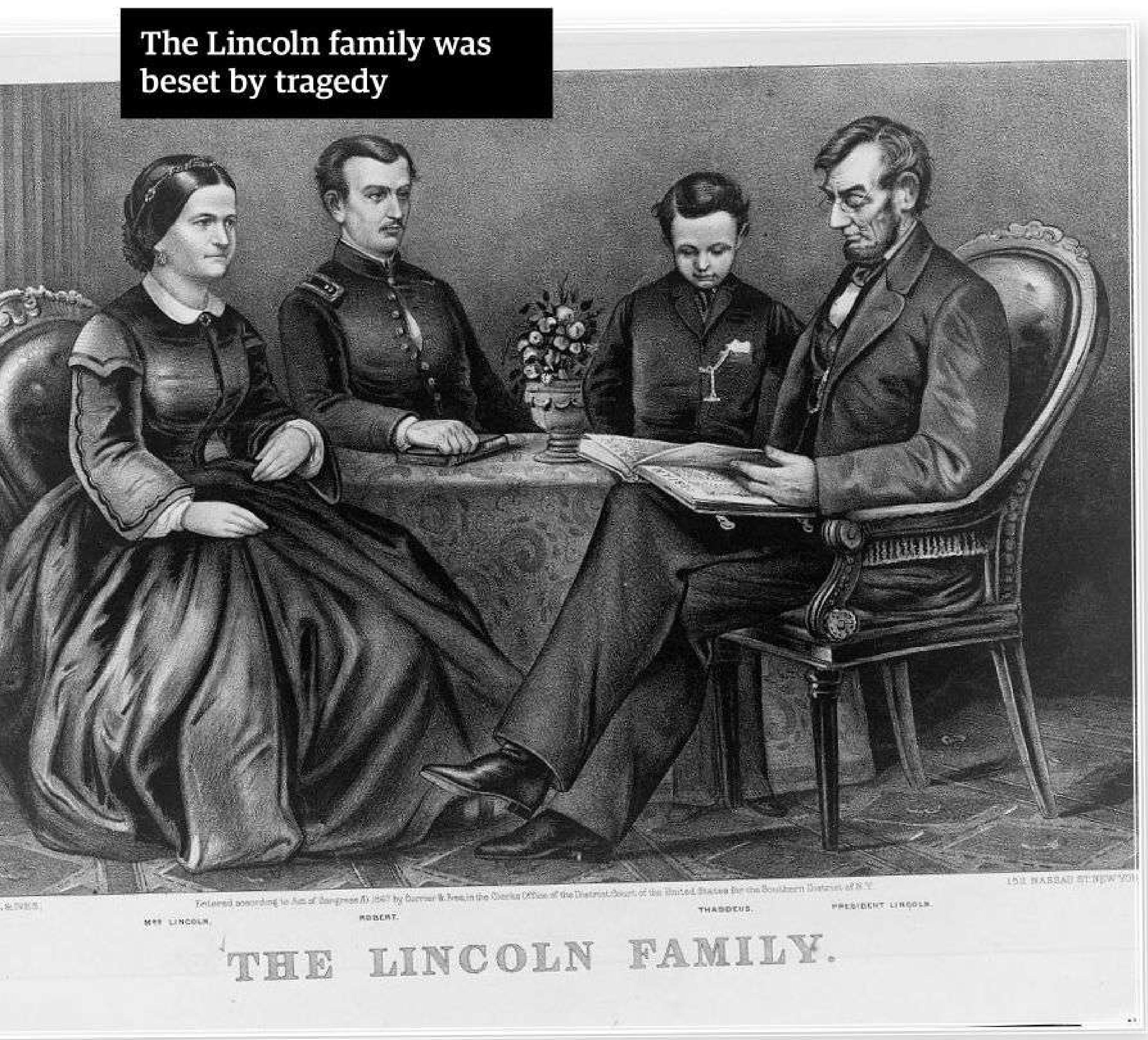
Mary's first act on arriving at the White House was to refresh her wardrobe with gowns fit for a First Lady. She took her inspiration from Empress Eugénie of France and was a regular figure in the press, who teased her for her flamboyant fashion choices. For Mary, who had expected nothing but compliments, even gentle mockery cut her to the quick. Rather than show how hurt she was, she pressed on with making her mark, presiding over the renovation of the White House with a $20,000 grant specially provided for the purpose. However, Mary's spending ran out of control and as the



Mary was at Lincoln's side when he was assassinated

capital readied itself for possible rebellion, the First Lady was on a shopping spree. She burned through the stipend in no time.

Yet Mary had interests beyond spending money. As the Civil War raged, she discovered a new purpose in the hospitals of Washington, providing comfort and support to the wounded as well as joining her husband to inspect the troops. She campaigned to raise funds for the Union, but all the press wanted to concentrate on was her spending habits. When Mary decided to host a glittering party in 1862, she attracted new criticism for holding a celebration at a time when the war was wreaking such havoc across the country, but when her son, Willie, died, Mary's appetite for parties deserted her.



The Lincoln family was beset by tragedy

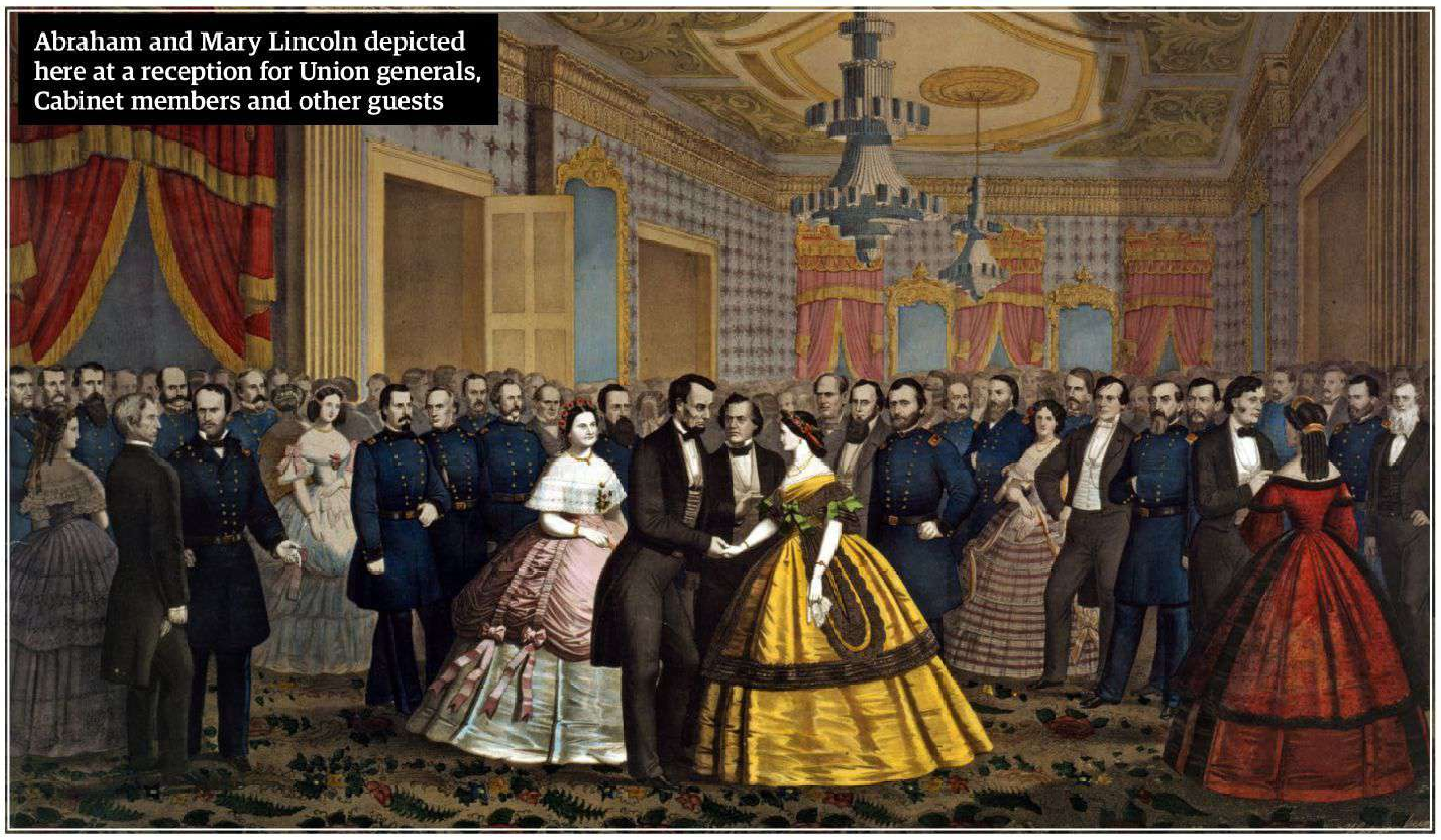
Willie's death seemed to drive a new wedge between husband and wife. Each suffered from their own melancholy and each was superstitious in their way, but both experienced visions that seemed to predict a forthcoming tragedy. With this weighing on their minds, the couple did all they could to rekindle their dying relationship, but the threat of tragedy remained.

After the death of her son, Willie, Mary embraced spiritualism and often invited mediums to the White House

That tragedy came when the Lincolns attended a performance of *Our American Cousin* at Ford's Theatre on 14 April 1865. As Mary took her husband's hand in their private box, a man burst in and shot the President in the head. The hysterical Mary was kept from her husband's side as he languished between life and death in a neighbouring house. When she was finally allowed to see him, she fell into a faint. By the time Mary came round, Lincoln was dead. For more than a month, Mary took to her bed, unable even to attend her husband's funeral. Too distraught to receive visitors, those who felt snubbed declared that Mary was not behaving as a decent widow should. Even now, she was found wanting.

Mary and her surviving children left the White House for Lake Michigan, but as the months passed, those debts that Mary had incurred with her spending had to be paid off. She sold her belongings and established the Mary Lincoln fund, which paid off her debts but led to criticisms of self-interest. As her requests for money put an additional strain on her relationship with her children, Mary sank deeper into misery and when her late husband's former business partner sold a story claiming that Lincoln had never loved Mary at all, she didn't have the heart to respond.

In 1867, Mary took to the road. By now dressed always in her widow's black, she sold off her flamboyant wardrobe. Although she used a pseudonym to try and keep the sale private,


Abraham and Mary Lincoln depicted here at a reception for Union generals, Cabinet members and other guests

someone leaked her identity to the press and the story was soon splashed across the front pages. But this time the press was more vicious than ever and the *Chicago Journal* concluded that "she is insane".

It was the final straw for the grieving, lonely widow. Mary boarded a steamer and headed for Europe, where she finally began to rediscover some joy in life. Here the woman who had been thought quite mad in the US was nothing more than a delightful eccentric, and as the weeks passed she finally relaxed and even renewed old friendships. With her spirits on the way to restoration Mary petitioned the US government for a pension, eventually receiving $3,000 a year though she continued to protest that she was destitute. Yet there was more sadness to come and in 1871 her 18-year-old son Tad died. He was the third Lincoln child to pass away.

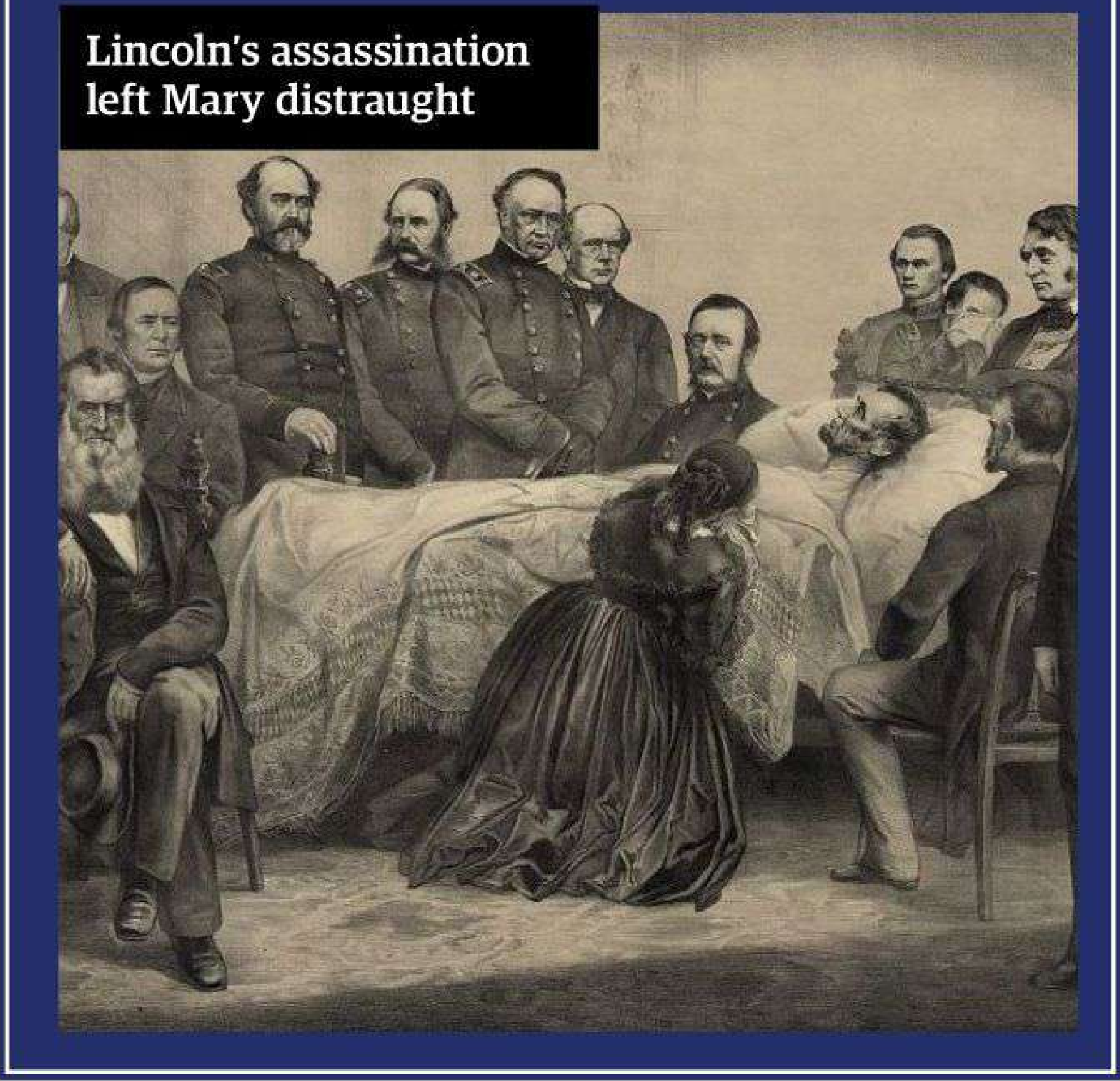
In the years that followed, Mary's behaviour grew more concerning. She continued to travel and spent vast amounts of money on unnecessary items whenever the anniversary of her husband's death approached, while relying on psychics and spiritualists to guide her. When she returned to the United States, her son Robert hired detectives to arrest her on a charge of lunacy and had her committed to Bellevue Hospital. Yet Mary wasn't insane and she petitioned tirelessly for her release, enlisting the aid of pioneering attorney Myra Bradwell to fight her case. Mary was eventually released into the custody of her sister but Robert kept her money and belongings, and she was determined to get them back.

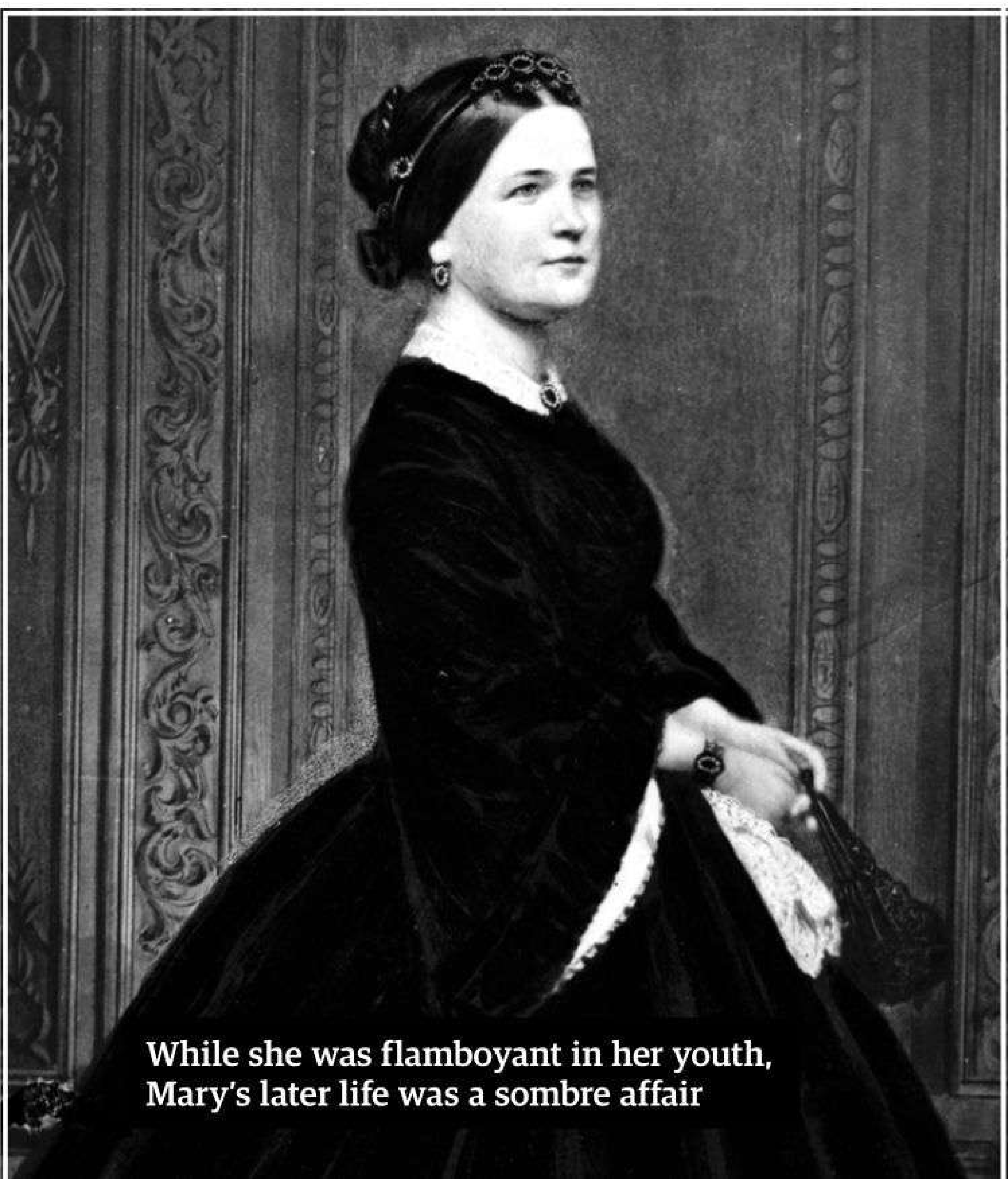
Eventually Mary succeeded in winning back her fortune. Distrusting of her son, she departed for Europe and settled in France. As her health failed, she succeeded in raising her pension to $5,000 and even secured a back payment of $15,000, but time was running out and she never managed to collect the money. Mary returned to her sister's home in Illinois and it was there that she would live out her last days, dying on 16 July 1882. Thousands of people turned out for the funeral of the Illinois Queen and in the press that had once hounded her, she was finally, belatedly, feted.

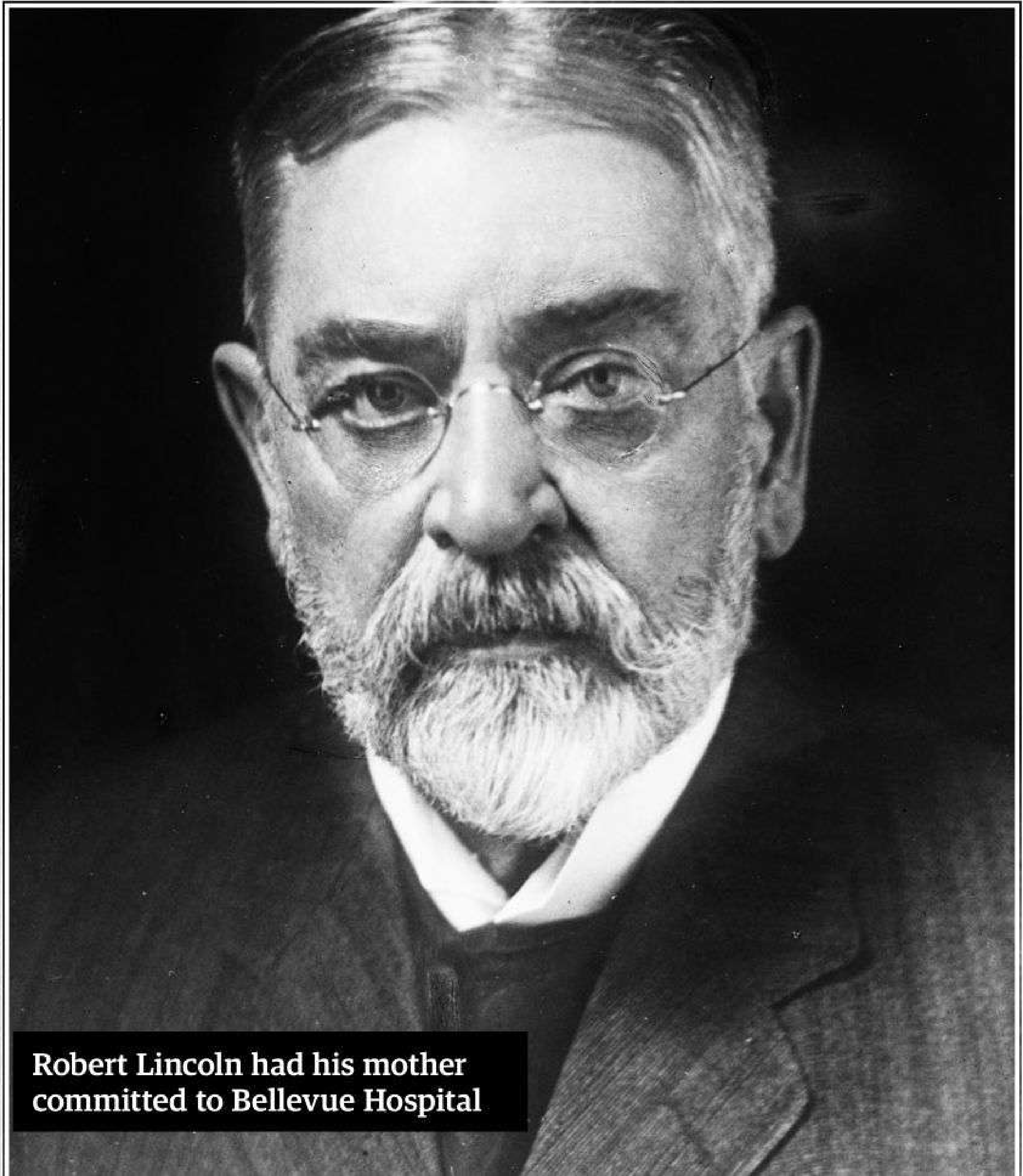
Mourning Lincoln

When Abraham Lincoln was assassinated after 23 years of marriage, Mary was expected to follow a very respectable mourning routine. For the upper classes that meant the stiffest of stiff upper lips, but Mary was never one for holding her emotions in check.

Instead she terrified visitors with her wails and shrieks which were interpreted not as expressions of grief, but efforts to nab the limelight. She was shown little sympathy and accused instead of being an improper woman. Few cared to show her any sympathy and Andrew Johnson, Lincoln's successor, didn't even bother to pay her a visit. Yet even in grief Mary could be bloody-minded and she repaid Johnson by taking her time in moving out of the White House. It was, after all, the least she could do.


Lincoln's assassination left Mary distraught


While she was flamboyant in her youth, Mary's later life was a sombre affair


Robert Lincoln had his mother committed to Bellevue Hospital

Mary loved to spend, whether on the White House or her wardrobe

Mother of the Regiment

When the American Civil War broke out in 1861, Rutherford and Lucy had been married for almost a decade. The President-to-be enlisted as a major and was injured at the Battle of South Mountain in Maryland. Upon hearing the news, Lucy was wrongly told that he was recuperating in Washington and she rushed there, before finally finding him in Maryland. Following Rutherford's recovery, she was a frequent visitor to his camps, helping to boost morale and tend to the wounded, and earned the affectionate nicknames of 'Mother Lucy' and 'Mother of the Regiment' from the men of the Ohio Volunteer Infantry.

LUCY HAYES

1877-1881

Although renowned for her abstinence, there's more to 'Lemonade Lucy' than her posthumous nickname

Words Grace Freeman

Lucy Hayes served only one term as First Lady, but she leaves a legacy in the White House that extends far beyond four years; from her education to her views on race, women, and – infamously – alcohol.

Lucy first met Rutherford in 1950, the same year she graduated from Wesleyan Female College in Cincinnati, Ohio. The couple married two years later, and over the next two decades Lucy supported her husband as he fought in the Civil War, ran for Congress and became Governer of Ohio.

After a controversial election, Rutherford Hayes was inaugurated as the 19th President of the United States in March 1877. He and Lucy moved straight into the White House with the surviving five of their eight children.

Lucy was a popular and well-liked First Lady, at a time when the role was gaining more media prominence and public attention, and she is one of the first recorded instances in the press with the use of the title. She spoke openly in favour of open education (and was the first First Lady to hold a college degree), mental health, and racial equality, and it is considered by many historians that were she to have lived into the following century, she would have publicly advocated for the women's suffrage movement.

Lucy organised the very first White House Easter Egg Roll, held on 22 April 1878

As she had previously in Ohio, Lucy often toured the country with her husband on his planned visits. In 1880, the pair embarked on the first presidential trip along the West Coast of the United States and, two years previous, in 1878, she travelled to Philadelphia alone – marking the first ever documented occasion of a First Lady holding their own public and independent schedule.

She had been raised an abolitionist and was a staunch and open advocate for African-Americans her entire life; her stance heavily influenced Rutherford and, prior to his presidency, he actively and publicly spoke out against slavery. Lucy invited a variety of African-American entertainers to perform at the White House during the Hayes' term there; this was yet another notable presidential first on Lucy's plethoric list. She was the first to commission an official First Lady portrait, and oversaw the installation of a running water system and a telephone in the White House.

While there was certainly plenty added to the White House during Lucy's four-year stay, she was, for the most part, posthumously (and rather unfairly) remembered for her removal of alcohol from the premises. Following the Hayes' first state dinner in 1877, Rutherford announced that liquor would no longer be served at White House functions and – although the decision had been made by the President in a bid to garner political votes – much of the blame for the temperance was placed on his wife, who was publicly known to be teetotal. More than a decade after her death, the first documented instance of 'Lemonade Lucy' appeared, a parodic caricature which perpetuated the belief that she was responsible for the dry spell.

Rutherford kept his inaugural promise to serve only one term in office and Lucy's position as First Lady came to its natural end in 1881. By this time, she was acclaimed to be "the most widely known and popular President's wife the country [had] known." The Hayes family returned to their home in Ohio and Lucy continued, as much as she was able to at the time and for the few remaining years of her life, to champion gender and racial equality.

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An evolving role

50 Edith Wilson

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EDITH WILSON

1915-1921

The fascinating story of Woodrow Wilson's second wife raises the question of whether America has already had a female President – and just didn't know it

Words Beth Wyatt

On 2 October 1919, Edith Bolling Wilson's life took a traumatic turn. Her husband Woodrow Wilson, 28th President of the United States, had suffered a stroke, which partially paralysed his body and severely weakened his constitution, leaving him "a shadow of his former self", according to his butler Ike Hoover. Edith was a dutiful First Lady, devoted to her husband and his public service, and proud of her role as his most treasured confidante. But her husband's ill health led Edith to assume what has been described as her 'secret presidency', an unprecedented development that prompted gossip and controversy at the time, and has been hotly debated ever since.

Until Woodrow's term concluded in 1921 Edith looked after his business, acting as a gatekeeper who managed access to the President, chose which matters should or should not be presented to him, and collaborated with his physician to conceal the gravity of his illness from the public. Edith's "stewardship", as she described it, did not go unnoticed – one outraged Republican senator dismissed it as the "petticoat government".

In 1904, Edith became the first woman licensed to drive an electric car in Washington DC

Edith's life had become far removed from the heady days of 1915 when she was courted by the lovestruck President. The couple crossed paths in unsettling times. Europe and the wider world were held in the grip of a war, which had killed and wounded thousands, and would take many more lives before its end. Pressure was increasing on Woodrow and his administration, with the sinking of ocean liner the Lusitania – which caused the deaths of more than a thousand people including 128 Americans – leading to questions of whether the United States should intervene in World War I. The President had some weighty decisions ahead of him, but he was to be driven to distraction by a vivacious widow called Edith Bolling Galt. The 42-year-old, born and raised in Virginia, was to turn her fellow Southerner's head quite considerably.

It is said the 58-year-old President first caught a glimpse of Edith strolling down a Washington street, but they were not to meet until an introduction was hosted by Woodrow's cousin, Helen Bones, at the White House in March 1915. Edith and Woodrow had both been widowed – the President was heartbroken at the death of Ellen, his wife of almost 30 years, in August 1914, and Edith's husband of 12 years Norman Galt had died in 1908. Edith experienced a new independence following her husband's death. She inherited his family's prosperous jewellery business, toured Europe, and upon her return to Washington she was known for driving her new electric automobile around its streets (she was one of the first women to drive in the capital). Woodrow was taken by the intriguing Edith, and he began to conduct himself in a manner quite at odds with his public image as a serious, academically-minded man.

The President wrote numerous love letters to Edith, gifted her with roses, orchids and books, and took her on strolls around Rock Creek Park, where it is said that he jumped over walls and hugged her, to the embarrassment of the Secret Service men accompanying them. It didn't take long for Woodrow's colleagues and the media to cotton on to this budding romance. He proposed just two months after the couple had met. Edith declined this advance, possibly due to conventions of the time that saw women reject initial proposals. When she later reconsidered, Edith had reservations due to the timing – the President was due to run for another term in the 1916 elections. But she shook them off, and the pair were wed in a private service at Edith's Washington home on 18 December 1915.

It soon became apparent that Edith made a fine First Lady. America entered World War I in 1917 and throughout the remainder of the conflict's duration, Edith set an example to the American public through activities such as forming a Red Cross unit at the White House, allowing sheep to graze on the lawn to avoid the use of a mower (and donating the proceeds from the sheep's wool to charity), sewing pyjamas for soldiers being cared for in hospitals, visiting wounded servicemen in the country and abroad, and hosting special dates such as gasless Sundays, meatless Mondays and wheatless Wednesdays at the White House.

Despite having little formal education, Edith proved to be an opinionated and devoted adviser to the President; indeed it has been said that the depths of her involvement with the daily routines of the White House were unlike that of any previous First Lady. Even during their engagement Woodrow gave Edith copies of his speeches to gauge her thoughts on them; he also shared diplomatic statements with her. Edith once wrote to Woodrow: "Much as I love your delicious love letters I believe I enjoy even more the ones in which you tell me … of what you are working on – the things that fill your thoughts and demand your best effort, for then I feel I am sharing your

Mary R
Woodrow Wilson
th Bolling Wilson

> "Edith's 'stewardship', as she described it, did not go unnoticed – one outraged Republican senator dismissed it as the 'petticoat government'"

Woodrow Wilson throwing out the ceremonial first ball on opening day of the 1916 major league baseball season, Washington, DC. His wife Edith (left) looks on

Edith and Woodrow were guests of King George and Queen Mary at Buckingham Palace

George R.I.
Mary

Mrs Wilson's First Lady guide

How Edith influenced the actions of future Presidents' wives

Play your part in times of adversity

Edith was a strong role model for American women during World War I. She set an example through taking up charity work, visiting wounded soldiers, and encouraging changes in diet and clothing where this would assist the war effort

Champion a cause

First Ladies have been able to wield their own influence by promoting particular patriotic causes. But, it has been said, that where the likes of Eleanor Roosevelt championed social change, Edith's passionate cause was her husband

Schmooze international politicians and royalty

Edith mingled with high-ranking European politicians at the Paris Peace Conference, was a guest of King George and Queen Mary's at Buckingham Palace, and admitted Belgium's king and queen to Woodrow's sickbed in the time after his stroke

Pen a bestselling memoir

Michelle Obama is the latest in a long line of former First Ladies to publish a memoir. Edith's intimate effort, *My Memoir*, became a bestseller, but criticism included arguments that she dabbled with the truth, and focused more on her social life than, for example, her 'secret presidency'

Preserve your husband's legacy

Edith was committed to Woodrow to the end. In the decades following his passing, she donated his papers to the Library of Congress, looked over the script for the Hollywood film about his life, and agreed to their love letters being published (after her death)

Edith's increased involvement after Woodrow's stroke led to her being referred to as the 'secret President'

work and being taken into partnership as it were." Edith provided emotional and domestic, as well as political, support to her husband; she gave comfort as the strain of World War I grew on him; when his health worsened she encouraged him to change his diet and take up more exercise, and she had an influence in shaking up his public image - it has been remarked that Woodrow and Edith became in their time the most celebrated President and First Lady, surpassing the popularity of all the couples who came before them.

Following the Allies' victory in the war, Edith accompanied Woodrow to the Paris Peace Conference, and to subsequent tours of London and Rome at which they met the countries' respective royal families. She also joined her husband on his 27-day tour of America in autumn 1919 to convince the country that the US should ratify the Treaty of Versailles and join Woodrow's newly-formed global peace organisation, the League of Nations. As Edith and Dr Cary T Grayson, his physician, had feared, the tour took a toll on Woodrow's health and he fell gravely ill. On 25 September 1919 the President collapsed following a speech he gave in Pueblo, Colorado, and the trio rushed back to Washington. But just a few days later, on 2 October Woodrow suffered a severe stroke and it seems he was never able to recover from this trauma.

Edith took the reins. To what extent is debatable - some have said she was in effect America's first, and only, woman President, while others argue that she had little real power and was only carrying out President Wilson's wishes, both

Life before the White House

Edith wasn't always an independent, wealthy Washington woman. She was born on 15 October 1872, in Wytheville, Virginia, raised in a family which had grown prosperous on the back of the slave trade but experienced a change in circumstances following the American Civil War and the outlawing of slavery. One of nine surviving children, Edith, the daughter of circuit court judge William Holcombe Bolling, was the favourite grandchild of her paternal grandmother Anne Wigginton Bolling, who she spent most of her hours with, attending to chores including washing and ironing her grandmother's clothes and looking after her 26 canaries. The future First Lady's education was patchy. She learnt French, English, poetry, music, and dressmaking at home – and attended a finishing school and a school for girls for a short time – but her brothers' education was the priority. Edith could trace her family history back to Pocahontas and her husband John Rolfe, but historians have commented on the irony of her public pride in her Native American heritage when her general views on race left much to be desired. On the one hand Edith celebrated her lineage as First Lady in naming some of a new fleet of naval ships after Native American tribes, but on the other she told stereotypical stories in conversation and made prejudicial comments in her memoir. Edith went on to marry Norman Galt, whose family owned a successful jewellery business. It seems this marriage was not the match that her second would prove to be. Their only child together, a son, died a few days after his birth. Seven years after Galt's death in 1908, Edith caught a certain President's eye and the rest was history.

vocally communicated and those she assumed of him. The First Lady wrote about what she described as her "stewardship" in *My Memoir*, the autobiography she published in 1938 and which was partially serialised in *The Saturday Evening Post* as Europe marched towards another global war. An extract titled 'When Woodrow Was Ill', published on 25 February 1939, saw Edith write: "I studied every paper, sent for the different secretaries or senators, and tried to digest and present in tabloid form the things that, despite my vigilance, had to go to the President. I, myself, never made a single decision regarding the disposition of public affairs. The only decision that was mine was what was important and what was not, and the very important decision of when to present them to my husband." But some politicians did not see it this way. Republican Senator Albert Fall, an opponent of Wilson's, declared in outrage: "We have a petticoat government! Wilson is not acting! Mrs Wilson is President!"

One particularly controversial element of Edith's stewardship was the fact she deliberately concealed the severity of her husband's illness. In her previously mentioned article, 'When Woodrow Was Ill', Edith wrote that Woodrow's mind had not been affected by his stroke: "An arm and one leg were useless, but, thank God, the brain was clear and untouched." She added that she enquired with his doctors about whether he should resign and one strongly advised against taking such a course of action, as it would have a negative impact on both the President and the country.

Edith's memoir has been heavily scrutinised, and indeed one of her biographers exclaimed it was "fanciful". Her description of Woodrow being entirely fit to continue as President does not stand up in the face of the knowledge we have of his condition - his left arm was paralysed by the stroke, he was blind in one eye, his voice would give out after speaking for a while, and he was hardly able to move; he could not get out of bed until mid-November. The President was, after some time, able to independently walk short distances, but he was so weak that he could not attend a cabinet meeting until spring 1920.

Edith and Dr Grayson cocooned the President from the outside world, allowing him contact only with themselves and his daughters from his first marriage (Edith and Woodrow did not have any children together). In an entire month, no one from the government saw the President, and the public was made to believe that he was resting from a bout of exhaustion. Not everyone was satisfied with this explanation. On 5 December 1919, Republicans sitting in Congress sent representatives to look upon the President's condition in person. This incident, later christened the visit of the "smelling committee", was no challenge for Edith and Dr Grayson - they simply adjusted Woodrow's position and posture so the true extent of his disabilities was hidden.

"Despite having little formal education, Edith proved to be an opinionated and devoted adviser to the President"

The First Lady may have claimed that she brought all important matters before the President, but it has been said that there were many letters left unopened and issues ignored, with Edith either neglecting the approaches of Cabinet members or approving their actions based on her views or those she predicted of her husband. Arguments that Edith was de facto President waver in light of the government appearing to have not functioned well at all - America almost went to war with Mexico over a dispute about Americans drilling for oil in the country, and Robert Lansing (Secretary of State) could not get through to Edith, and by extension Woodrow, for a long time. Eventually the issue was brought before the President and he was able to direct a solution and diffuse the crisis. Edith's handling of the storm around the United States joining the League of Nations has also been intensely debated, with some commentators theorising that her failure to bring differing voices before the President - rather than just her own - meant there was less chance of Woodrow offering compromises to his opponents, and therefore the possibility of the country becoming a member of the League was lost.

However the reader stands on the matter of whether Edith was or was not the 'secret President', it is clear that her role in controlling access to her husband meant she was able to freeze out those advisors of his she distrusted. The First Lady's chief concern was in facilitating the President's public service by being his closest confidante

Edith became the first woman in the District of Columbia to drive an electric car

Woodrow Wilson and his wife Edith with a Secret Service escort, on 1 March 1917

President John F Kennedy signs a Joint Resolution for the Woodrow Wilson Memorial Commission. Looking on is 89-year-old Edith

The First Lady vs the suffragists

Edith has been described as the most powerful of all America's First Ladies, with her stewardship of the administration following her husband's stroke in 1919. But the ascendancy in public life she had experienced since marrying Woodrow Wilson did not mean she was inclined for other women to occupy such prominent positions in American society. In fact, Edith, who was known for her strong opinions, has been described as an opponent of women's suffrage movements in the United States. She came into conflict with the matter due to her husband increasingly becoming the target of protests by campaigners, with women frequently picketing the White House. Woodrow began to sympathise with the idea of States being able to decide for or against votes for women, but he was not interested in securing national suffrage for them. Edith, who appeared to particularly dislike Alice Paul's National Woman's Party, made comments such as describing suffrage campaigners as "despicable", and she wrote in her diary that she hated the subject with "acute agony". Though it has to be said that some historians have suggested that Edith's views were more ambiguous and that she didn't deny she was a supporter in the face of overwhelming public opinion that she was. It has been argued that the First Lady was concerned about what women's suffrage would mean for her role as her husband's champion and protector. Woodrow eventually changed his mind on the matter, partially it seemed because of women's efforts in the First World War, and Edith took the chance to join her husband in voting for the next President in 1920.

VOTES
FOR
WOMEN

> “Edith’s denial of reality saw her implore her husband to seek a third term in 1920, when he could not even make it down the corridor to his office”

Virginia Truman, Edith Wilson and Eleanor Roosevelt together at a Democratic Party gathering

and adviser; she was fiercely protective and had a long-held hostility towards many politicians in his circle. Woodrow’s adviser, Edward M House, and his Secretary of the Treasury, William G McAdoo, for example, offended Edith when they encouraged the President to not marry her ahead of the 1916 presidential elections, using a fictional blackmail threat from Mary Hulbert Peck – a woman Woodrow had been close to during his first marriage – to bolster these attempts. Others Edith was suspicious of included Joe Tumulty, her husband’s personal secretary, who also cautioned against the marriage taking place at that time; Secretary of State Robert Lansing – who she saw as a traitor because he held cabinet meetings while Woodrow was ill following his stroke; and Henry Cabot Lodge, the Republican Senator who spearheaded the opposition to America approving the Treaty of Versailles – Edith had her revenge on the latter by refusing his request to attend the President’s funeral.

Given the severity of Woodrow’s condition, it seems extraordinary that he remained in post as President. It is unclear how the history of post-war America, which suffered the same economic gloom as Europe, could have been different if Vice President Thomas Riley Marshall had taken over and government had been able to operate at its full efficiency. Edith’s denial of reality saw her implore her husband to seek a third term in 1920, when he could not even make it down the corridor to his office. But the Democrats did not renominate him, and Republican Warren G Harding was elected in 1921 on a campaign promising “a return to normalcy”. In March that year the former President and First Lady settled into a new home in Washington and Edith cared for her husband until he died in 1924 aged 67.

She devoted the rest of her life to ensuring his legacy lived on. Her autobiography, *My Memoir*’, published in 1938, was a bestseller. She also permitted the couple’s love letters to be edited and published after her death, and she assisted Ray Stannard Baker in collating material for his authorised, eight-volume biography of Woodrow, which won the Pulitzer Prize. Edith also donated her husband’s papers to the Library of Congress, aided the establishment of what became the Woodrow Wilson Library and Museum (at the Virginia residence where Woodrow had been born), read, in 1942, the script for the Hollywood movie Wilson, and took part in the Woodrow Wilson Centennial Events in 1956, celebrating 100 years since his birth.

> Edith helped Woodrow decode and encode classified messages during the First World War

The former First Lady remained relatively active in Democrat Party circles for the rest of her life. She campaigned for Franklin D Roosevelt when he was a nominee for the presidency (Edith was a long-time friend of Roosevelt and his wife Eleanor), took part in party conventions, and in 1961 Edith was invited by John F Kennedy to join his inaugural procession. Typifying her never-ending devotion to her husband and his memory, Edith was on the day she died due to attend the unveiling of the Woodrow Wilson Memorial Bridge, built to link Washington to Maryland and Virginia. This date, 28 December 1961, was the anniversary of her husband’s birth 105 years earlier. The 89-year-old Edith was buried alongside Woodrow at the Washington National Cathedral following her funeral there. She is the only First Lady to have had a funeral held at the cathedral.

Edith’s ‘secret presidency’ has continued to fascinate, and it was brought into the spotlight when Hillary Clinton vied to become the US’s first female President. As that ultimate glass ceiling continues to elude women, Edith’s unlikely story will surely continue to be debated and enjoyed.

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ELEANOR ROOSEVELT

1933 – 1945

Controversial and principled, Eleanor Roosevelt entered the White House at a crucial moment and changed American politics forever

Words Dominic Green

No other woman has held the position of First Lady of the United States longer than Anna Eleanor Roosevelt, who served from 1933 to 1945. As the wife of Franklin Delano Roosevelt, himself the only President to win four presidential elections, she was First Lady for 12 years, one month, one week and one day during a period of unprecedented turmoil, both at home and abroad. No other First Lady, before or since, has used her position to pursue policy goals with such ambition and success - or with quite so much controversy.

In the age of the New Woman and the suffragette, women asserted their right to take part in public life, and to be more than social secretaries to their husbands. Eleanor was a product of that age. Previous First Ladies had wielded influence, but Eleanor was the first to enter the White House as a public figure in her own right.

Eleanor's mother gave her the nickname 'Granny' as she was such a serious child

Eleanor (who had always been known by her middle name) had a lonely and difficult childhood. Both her parents and one of her brothers died before she was ten years old, so she and her brother were raised by their grandmother. It wasn't until her teens, when she was sent to Allenswood boarding school in London, England, that Eleanor started to come out of her shell. The headmistress took a shine to shy young Eleanor and encouraged her intellectual curiosity. Eleanor would later reflect on her time at Allenswood as the "happiest years of my life."

Not long after she returned to America, Eleanor met Franklin Delano Roosevelt. After a secret romance, particularly opposed by Franklin's mother, the pair married in 1905 and settled in New York - although Eleanor never particularly felt at home there.

After a brief stint as a lawyer, Franklin entered politics in 1910, starting his slow and steady race to the White House which he eventually won in 1933.

Fundraising for a Red Cross War Relief drive, 1940. Eleanor used her position as First Lady to assist the war effort both on the home front and overseas

For more than two decades, ever since Franklin was elected Senator for New York State in 1910, Eleanor had studied the workings of government and developed tactics for advancing causes close to her heart. During World War I, when FDR was assistant navy secretary in Woodrow Wilson's administration, Eleanor immersed herself in wartime relief and successfully lobbied for the improvement of conditions at Saint Elizabeth's, the military psychiatric hospital in Washington, DC.

When the Democrats lost the 1920 election, FDR – the Democratic nominee for Vice President – returned to private practice as a lawyer. The following year, he was diagnosed with polio – a condition which led to bouts of paralysis and would affect his movement for the rest of his life. Eleanor believed that FDR's happiness depended on returning to politics. While he convalesced, she supervised his care, and managed the upbringing of their five children. But his absence from the public stage allowed her to forge her own role.

Protocol had prevented Eleanor from speaking when she joined FDR on the 1920 campaign trail. But now, she could speak publicly on causes such as race and gender equality in the workplace, and the plight of the poor and unemployed. Through America's Depression era, she accumulated experience and prestige on the boards of the Women's City Club of New York, the League of Women Voters, the World Peace Movement and the Women's Trade Union League. She set up a furniture factory in upstate New York to create local jobs, and took over and taught in a school in New York City. She also began a lifelong career as a pundit both on the radio and in print.

When FDR returned to politics as Governor of New York State in 1928, Eleanor suspended her political affiliations, but not her political activity. Sometimes, as in her support for striking garment workers, she was ahead of her husband; at other times, especially when he was ill, she described herself as his "eyes, ears, and legs" at meetings and visits across the United States.

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Franklin Delano Roosevelt was Eleanor's fifth cousin, once removed

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> "Eleanor broke the mould by holding her first press conference – inviting only female members of the media"

Franklin Delano Roosevelt's rise to the presidency in March 1933 forced a further curtailment of Eleanor's freelance activities, but it permitted an often-controversial expansion of her semi-official work for her husband. Eleanor came to the White House as an active campaigner on partisan issues, and at a time when the Great Depression was bringing misery to millions. Two days into FDR's presidency, she broke the mould by holding her first press conference – inviting only female members of the media. White House press conferences had traditionally been a male preserve, but all-female ones became a regular feature of Eleanor's tenure. They allowed her to advertise the competence of women in an almost entirely male-dominated profession – and by extension demonstrate that women could succeed in many other previously closed vocations.

Similar symbolic acts told Americans where the First Lady stood on racial discrimination. At a time when many whites were candidly racist, Eleanor was the first white resident of Washington, DC to join the National Association for the Advancement of Colored People (NAACP). While attending a conference in Alabama in 1938, where the seating was divided into separate areas for whites and blacks, she moved her chair into the aisle.

Eleanor in her wedding dress, 1905. She and Franklin met three years earlier, but initially kept their relationship secret

Eleanor and Queen Elizabeth, wife of George VI, during the royal visit to Washington DC in June 1939. The visit helped strengthen British and US relations

In Congress, Eleanor's critics did not see a balancing act in her advocacy, so much as blatant partisanship, and the politicising of a privileged position. She, however, believed that if she was acting in the national interest, then there could be no conflict of interest. The late 1930s offered a unique opportunity for an activist First Lady. To dig the American economy out of the Great Depression, FDR had committed to the New Deal, a collection of massive government programmes to create jobs.

Eleanor used her connections and prestige to prioritise key issues in New Deal programmes. She held conferences at the White House to examine the needs of unemployed women, on the 'Participation of Negro Women and Children in Federal Welfare Programs', and, in 1944, on the role of women in post-war policy making. She ensured that key New Deal organisations, such as the Civil Works Administration as well as the Federal Emergency Relief Administration, contained divisions devoted to alleviating female unemployment, and picked the heads of their offices.

Working with National Association for the Advancement of Colored People (NAACP) president Walter White, she harnessed the New Deal to her long-standing campaign for the equal rights of African Americans. She addressed NAACP conferences, successfully lobbied for increased federal funding for African-American institutions, and ensured that key acts of legislation acknowledged racial inequities. Most dramatically, in 1939, she resigned from the Daughters of the American Revolution, a group whose members claim descent from the generation of 1776, when the Daughters refused to rent their auditorium for a concert by the African-American opera singer Marian Anderson.

FDR's presidency oversaw the Depression, the New Deal and the Second World War – experiences that reshaped American society. Eleanor's activism for the rights of women and African Americans was vital in creating two long-term alliances from which the Democratic Party continues to benefit. Through her radio and newspaper work, she was vital in securing a majority of female voters for the Democratic Party. In 'If You Ask Me', her monthly column in *Ladies' Home Journal*, she became the US's most elevated

In 1961, JFK invited Eleanor to serve as chair of the President's Commission on the Status of Women

Mrs Roosevelt vising the Philadelphia headquarters of civil rights organisation, the Citizens Campaign Committee, 1956

The First Lady visited thousands of troops while on trips to England and the Pacific during the Second World War

AMERICAN RED CROSS SERVICE

"Lest I continue my complacent way,
help me to remember, somewhere out there a man
died for me today. As long as there must be war,
I then must ask and answer: am I worth dying for?"

– Eleanor's wartime prayer

agony aunt. Her daily column, 'My Day', was a very human running commentary, mixing politics with her daily experience as the President's emissary to the people. Also, Eleanor's highly visible campaigning for the rights of African Americans was vital in drawing African-American voters away from a historic alliance with the Republicans, the party of Abraham Lincoln, and towards the Democrats.

The Second World War brought the economy back to health, and women and African Americans into the workplace. The First Lady spoke to the nation on the night of the attack on Pearl Harbor; the President did not address the public until the next day. She devoted herself to the war effort, speaking bluntly against the Axis in her broadcasts and digging up the White House lawn to plant a Victory Garden.

When FDR died in April 1945, the First Lady announced her retirement from public life. But by the end of the year, she was the only woman among President Truman's five-person delegation to the newly created United Nations. She rose to the chair of the Human Rights' Commission, and in December 1948, presented the Universal Declaration of Human Rights for the UN member states' approval. She died in 1962, having campaigned to the end in support of labour rights and racial equality.

Interpreters of the American Constitution include 'originalists', who try to establish the founders' original intentions, and 'activists', who see the Constitution as a document whose meaning changes with time. Eleanor was an activist, responding to the shifting meaning of relations between men and women, blacks and whites, in an era of dramatic change. There is no doubt she used her position for partisan ends. During the FDR presidency, she insisted that her broadcasts and journalism were separate from her husband's policies. Later, she admitted that FDR's office had used her to break difficult news or advocate for unpopular policies.

In retrospect, many of those policies were right. Today, Eleanor pressuring her husband to pass a law against lynching looks less dubious than his decision to overrule her because he did not want to alienate white voters in the South. Eleanor's blunt statements were vital assets in FDR's careful campaign to convince the Isolationist majorities in Congress, and the American public, of the danger represented by growing German and Japanese territorial ambitions.

At a time of national crisis, desperate need and ongoing discrimination, Eleanor Roosevelt used her privileged position to alleviate poverty and racism, and pull together the American nation in a global war for freedom. She had become the 'First Lady of the World'.

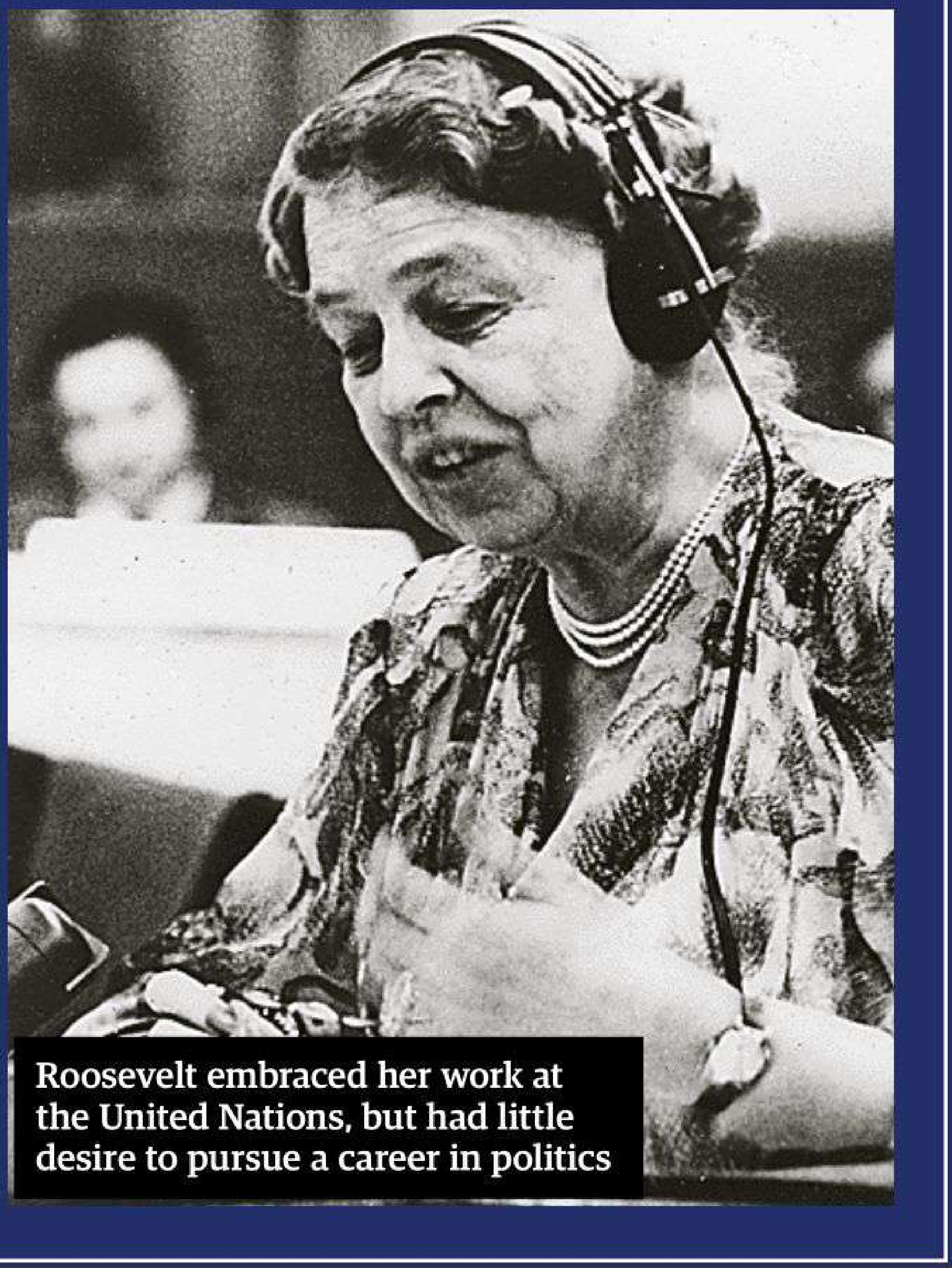
Her legacy, however, was another paradox. Eleanor had expanded the possibilities of what a First Lady could achieve, but she also demonstrated the role's limits.

The third President Roosevelt?

Eleanor was the niece of one President, Theodore Roosevelt, and the wife of another, Franklin Delano Roosevelt. After his death in 1945, she was rumoured to be planning a run for office. In July 1946, however, she published a disclaimer in *Look* magazine listing several reasons for not running. She hoped that her work at the new United Nations might prevent future wars. She was elderly, and felt that young people deserved an opportunity. She enjoyed her newly recovered privacy, and "the freedom in being responsible only to yourself." As an "onlooker" and a "help" in FDR's career, she had seen "the worst and best of politics and statesmanship," and had "absolutely no desire" to participate further. But "the plain truth," she admitted, was simpler.

"I am influenced by the thought that no woman, has, as yet, been able to build up and hold sufficient backing to carry through a program," she said. "Men and women both are not yet accustomed to following a woman and looking to her for leadership. If I were young enough, it might be an interesting challenge."

Hillary Clinton, the woman who has come closest to winning a presidential election, was born just over a year after Roosevelt wrote this letter.



Roosevelt embraced her work at the United Nations, but had little desire to pursue a career in politics

Eleanor pictured with Soong Mei-ling during the First Lady of the Republic of China's visit to the White House in 1943

Eleanor supported her husband throughout his political career and illness, despite his extramarital affairs

THE UNIVERSAL DECLARATION
OF Human Rights

Eleanor was instrumental in drafting the Universal Declaration of Human Rights, which she referred to as the "international Magna Carta for all mankind"

How to make...

Mamie Eisenhower's 'million-dollar fudge'

This big-batch fudge recipe was the signature bake of Mamie Eisenhower, published in newspapers across the nation. With Mamie's reputation as the perfect hostess, everyone wanted to know her kitchen secrets. A simple staple, the ingredients of this famous fudge all came in cans or packets, making them easy to find in America's post-war grocery stores. Easier to make than standard fudge, this crowd-pleaser will be gone before you know it.

Ingredients

- 900g / 4.5 cups sugar
- pinch of salt
- 30g / 2tbsp butter
- 350ml / 1 can evaporated milk
- 340g / 12oz chocolate chips
- 340g / 12oz milk chocolate
- 560ml / 1 pint marshmallow cream
- 250g / 2 cups chopped nuts

Method

- Combine the sugar, salt, butter and evaporated milk in a saucepan.
- Boil the mixture for six minutes.
- Weigh or measure the chocolate, marshmallow and nuts into a separate large bowl.
- Add the sugar syrup and stir until the chocolate melts.
- Pour the mixture into a lined tin and leave to cool.
- Cut the fudge into pieces and store in an airtight container.

MAMIE EISENHOWER

1953-1961

The 1950s housewife who charmed America with coupons and pearls

Words Laura Mears

Pretty in pink, surrounded by pearls and with a tight grip on the White House purse strings, Mamie Eisenhower was every inch the 1950s housewife. Her signature style saw her top 'best dressed' lists, the White House was always spotless, and every event was spectacular. Mamie Eisenhower presented perfection, but she was also a woman America could relate to. Her husband and son had both been called away to war. She clipped coupons to save money on the White House grocery bill. And she even allowed the press to photograph her in her dressing gown. Married to the 34th President, Dwight 'Ike' Eisenhower, Mamie charmed the American public.

The daughter of a meatpacker, Mamie Geneva Doud was the second of four girls, born in 1896 in Iowa. At the time, railway fever was sweeping the nation and the state suddenly became a year-round hive of activity. Riding the agricultural boom, Mamie's father, John, took the reins of the family meat business. The venture was such a success that he was able to retire when he was just 36, using the proceeds to move his daughters to Colorado. Mamie's mother, who didn't like the cold, insisted that the family purchase a second home in Texas for the winter. So, by the time Mamie met the future President, she had already grown accustomed to travel. Under the tutelage of her father, she learnt the art of finance, business and budgeting. And, with a formal finishing school education, she perfected her social skills. Little did she know how useful these foundations would become in later life.

Mamie met Ike during a Texas winter in 1915, and by the next July they were married. He was a second Lieutenant in the US Army, and Fort Sam Houston became their first home. Ike took up postings around the country and, wherever he went, Mamie followed. During the first few years of their marriage, the couple lost their eldest son, Doud, to scarlet fever when he was just three years old. With Ike occupied by his work, Mamie sought solace in the company of the other military wives and engrossed herself in community projects. The family moved frequently, spending time in Panama, France and the Philippines. As Ike rose through the ranks, Mamie learnt to manage their home and staff with military precision.

> Mamie and Ike moved house more than two dozen times during their 53 years of married life

During the Second World War, Ike and their second son, John, both went away to fight. Mamie remained in Washington with the other military wives, safely housed in Wardman Park Hotel. As Ike took command of the European Front and led the D-Day landings, Mamie served coffee. She wrote to him every day, despite rumours that he was having an affair, and as the war progressed their bond continued to grow.

As the wife of a military leader, Mamie had learnt to manage press attention. But it was only when Ike returned from the war and launched his presidential campaign that her political power became clear. Granted the right to vote in 1920, American women suddenly had huge political influence and, as Ike toured the country in 1952, Mamie stood by his side. She helped him to tailor his speeches to a female audience, and often appeared beside him. She charmed the crowds, who came out wearing buttons with slogans like "We Want Mamie."

During Ike's presidency, Mamie took charge of hospitality and household management. She took pride in her role as hostess, always immaculately presented as she entertained foreign dignitaries. She responded personally to thousands of letters and stood in for Ike at ceremonial events. Mamie didn't believe that women should have careers beyond the home, famously saying that a man should "give his wife the paycheck and let her be responsible for it."

Mamie usually drew a sharp line between herself and Ike's politics, but when he had a heart attack in 1955 she put her foot down. She acted as his guardian and gatekeeper, filtering his presidential commitments as he recovered. For her, home and family were always the priority.

© Getty

JACKIE KENNEDY

1961-1963

Jacqueline Kennedy brought personal refinement and elegance to the White House while expanding the role of the First Lady

Words Michael Haskew

She was, indeed, the First Lady. Jacqueline Bouvier Kennedy personified glamour, elegance, grace and quiet dignity during her three years as the spouse of the President of the United States. Hers was a life of magnificent spectacle, tremendous sadness and incomparable composure that captivated the American public and transformed a young woman into a citizen of the world.

> ★ ★ ★ ★ ★
> After her year in France, Jackie said "I learned not to be ashamed of a real hunger for knowledge"
> ★ ★ ★ ★ ★

She was a child of privilege, born to John Vernou Bouvier III and Janet Lee Bouvier in Southampton, Long Island, New York, on 28 July 1929. Her father, a wealthy Wall Street stockbroker, was nicknamed 'Black Jack' in reference to his perpetual tan and ostentatious lifestyle. Her maternal grandfather, James Thomas Aloysius Lee, was a successful Manhattan attorney and real estate developer. She was the eldest of two daughters; her sister, Caroline, known simply as Lee, was born in 1933.

Young Jacqueline, already reading children's books at a tender age, began her primary education at Miss Chapin's School in New York City. She was – at the same time – an adorable little girl and a bit troublesome. Her teacher described her as "a darling child, the prettiest little girl, very clever, very artistic, and full of the devil." Headmistress Ethel Stringfellow noted her concerns in the future First Lady's report card, writing: "Jacqueline was given a D in Form because her disturbing conduct in her geography class made it necessary to exclude her from the room." Miss Stringfellow warned the girl that continuing misbehaviour would overshadow her positive attributes, and the situation apparently improved.

Jacqueline inherited her mother's love of horses, and some sources have noted that her first experience on horseback took place not long after she had learned to walk. It was a lifelong obsession, and she became a champion. *The New York Times* reported after the Southtown Horse Show in 1940: "Jacqueline Bouvier, an 11-year-old… from East Hampton, Long Island, scored a double victory in the horsemanship competition. Miss Bouvier achieved a rare distinction. The occasions are few when a young rider wins both contests in the same show."

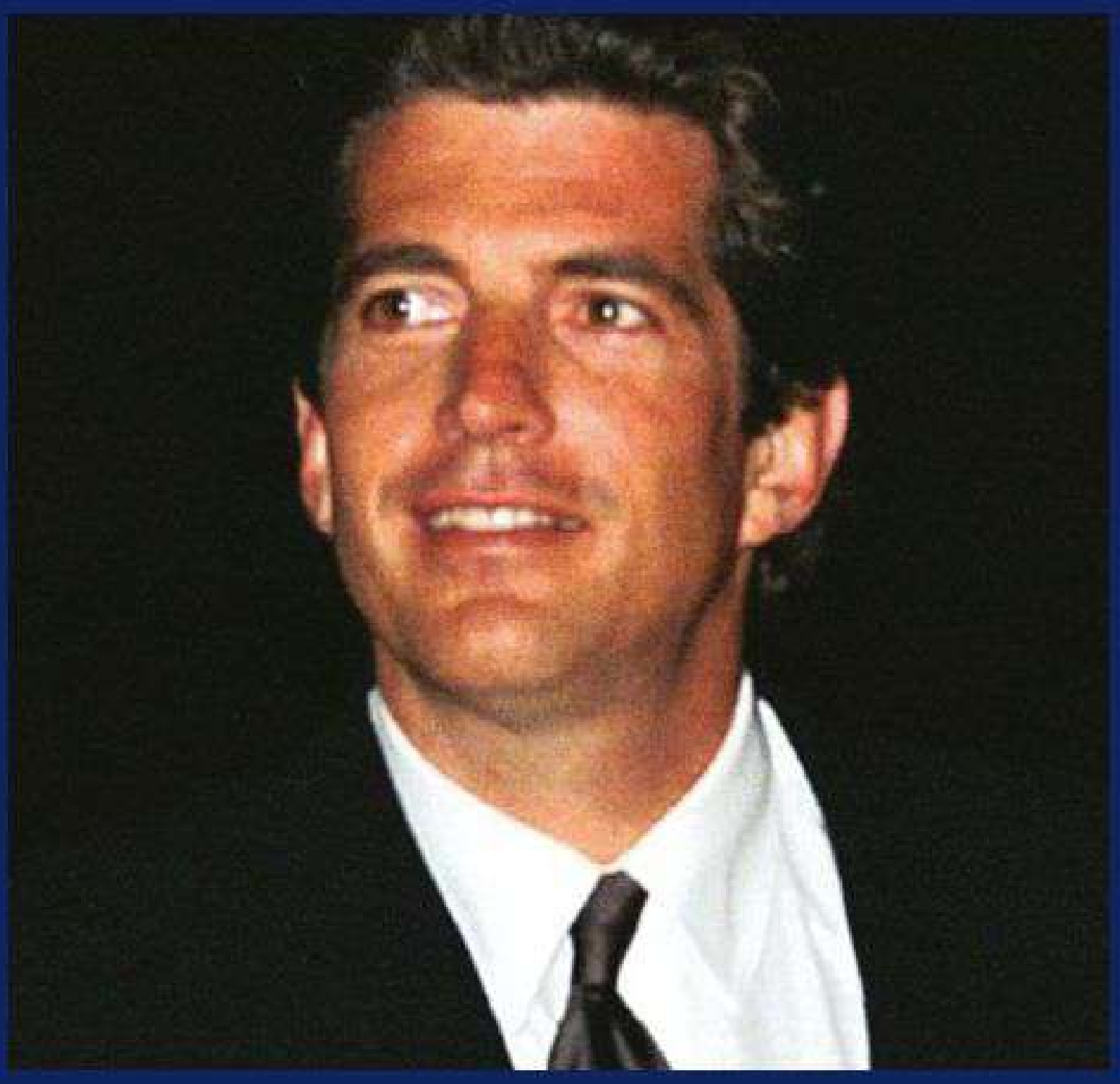
Still, there were adjustments. Jacqueline's father was a notorious alcoholic and womaniser, and his escapades had led to divorce earlier in the year, a

On their wedding day on 12 September 1953, Congressman and Mrs John F Kennedy celebrate their union. After his proposal, she waited more than a month to accept

Family joy and sorrow

Arabella

In 1956, Jacqueline Kennedy gave birth to a stillborn daughter. Although she was never given a birth certificate officially naming the child, Jacqueline sentimentally referred to her as Arabella. In 1963, the remains were transferred to rest at Arlington National Cemetery with other immediate family members.



John

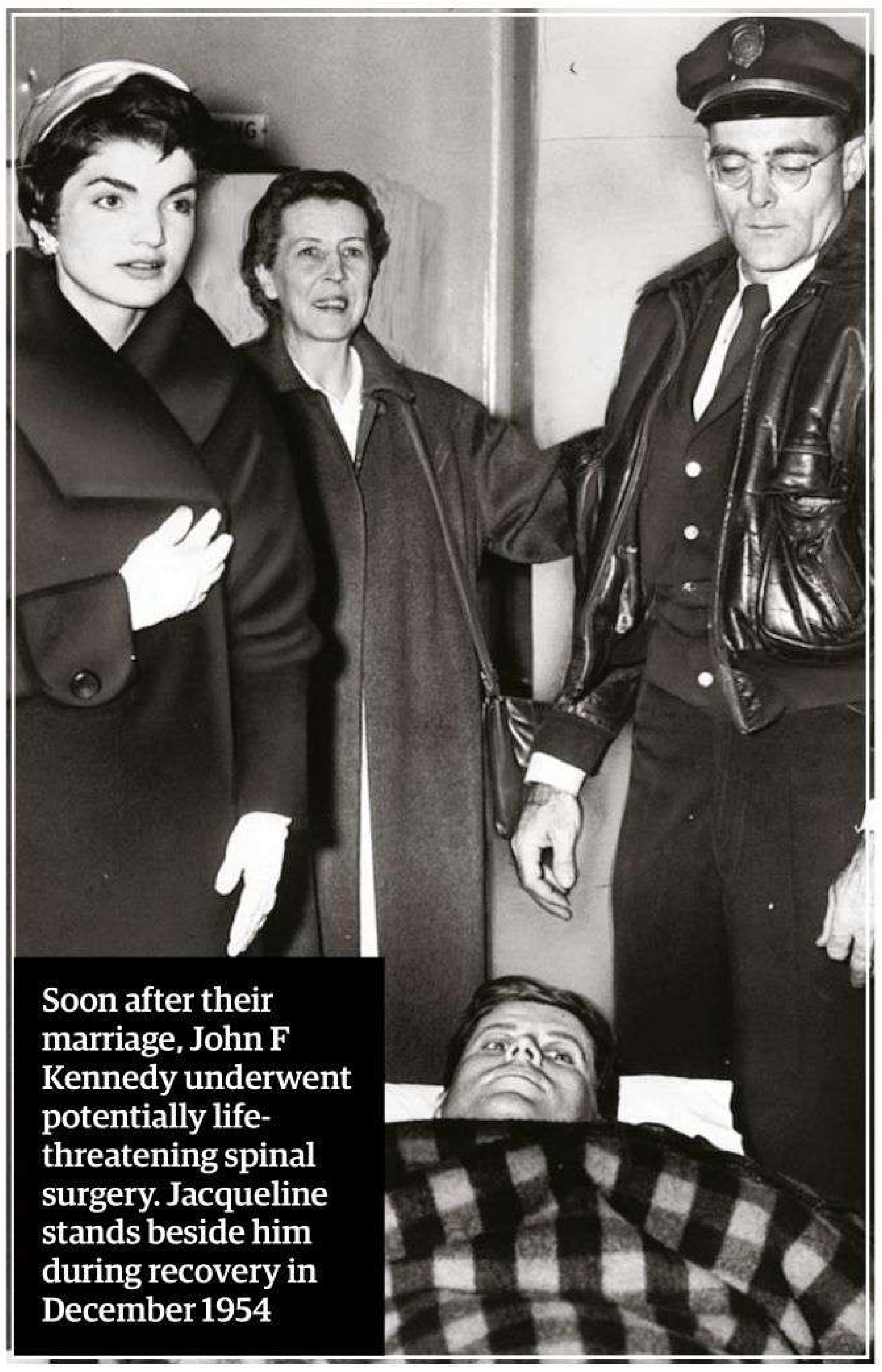
Born 25 November 1960, John F Kennedy Jr graduated from Brown University and the New York University School of Law before working as an attorney, journalist and founding the political-lifestyle magazine *George*. He was tragically killed in a plane crash in 1999 when he was just 38 years old.

Caroline

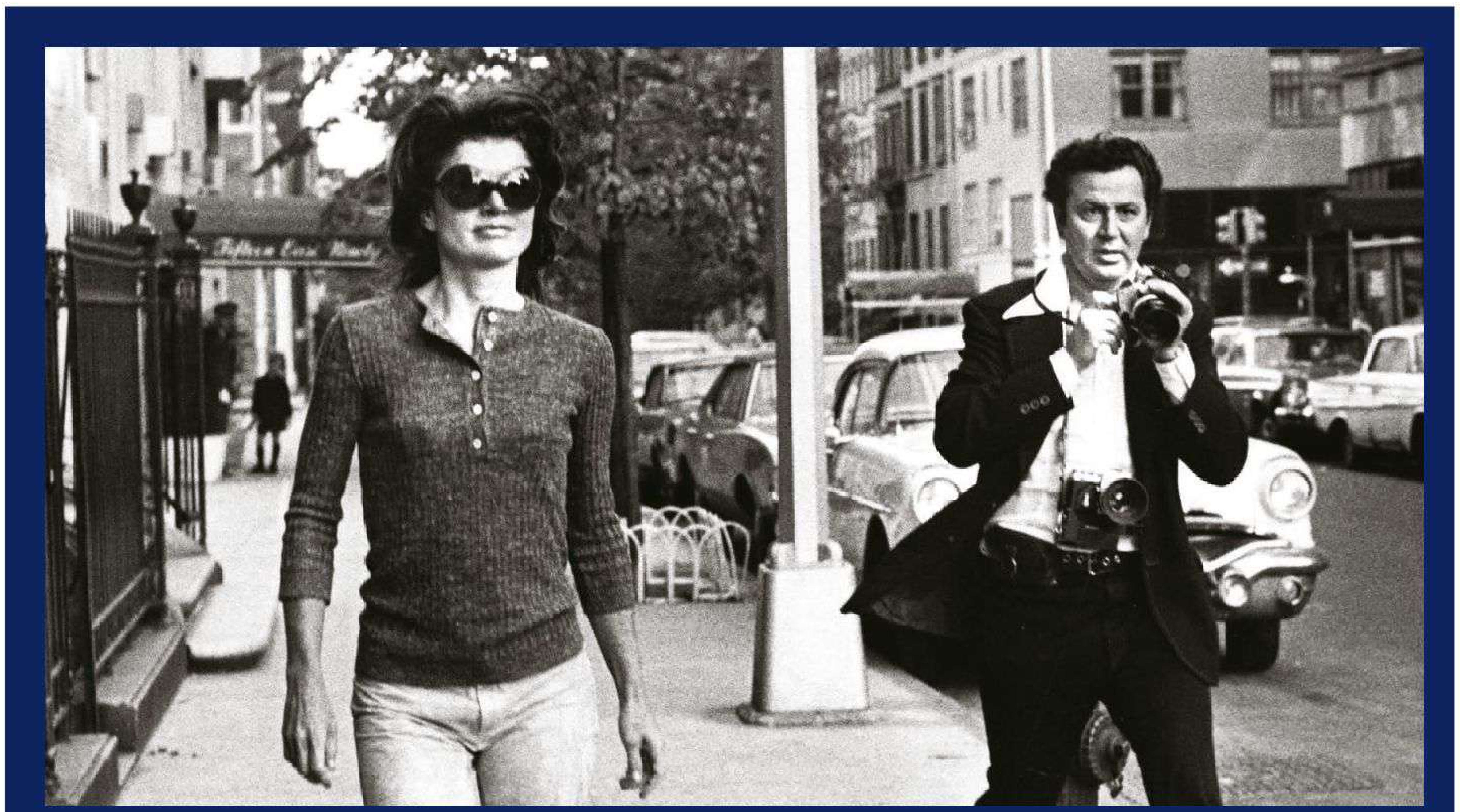
Caroline Kennedy, born 27 November 1957, served as US ambassador to Japan from 2013 to 2017. A graduate of Harvard University and Columbia University Law School, she has been active as an author and attorney as well. In 1986 she married Edwin Schlossberg, and the couple have three children.

Patrick

Patrick Kennedy was born prematurely by caesarean section on 7 August 1963, but sadly died two days later of infant respiratory distress syndrome. A funeral mass was held on 10 August. His remains were later reinterred next to President Kennedy at Arlington National Cemetery.



Soon after their marriage, John F Kennedy underwent potentially life-threatening spinal surgery. Jacqueline stands beside him during recovery in December 1954



The former First Lady took photographer Ron Galella to court in an effort to protect her family's privacy

The prying lens

He pursued her relentlessly. When she left her apartment, he was often nearby, waiting for a moment to turn his camera towards her and snap a series of images. Former First Lady Jacqueline Kennedy Onassis was a favourite subject of photographer Ron Galella, whose work was often acclaimed and decorated the walls of museums. At the same time, Galella was vilified in print as "the Godfather of the US paparazzi culture."

Galella often resorted to invasive and dangerous tactics to take photos of Mrs Kennedy and her children. After an incident during which he jumped in front of John F Kennedy Jr's bicycle while in motion, the Secret Service arrested him. In 1973, Galella sued Jacqueline for wrongful arrest and prosecution. Even though a prior restraining order was already in place, the result of the proceedings was another order requiring the aggressive photographer to maintain reasonable distance.

In 1981, they returned to court after Galella had violated the order. According to the *Washington Post*, the former First Lady took to the stand and testified: "He ruined my daughter's graduation, he ruined my son's graduation… He bribed his way into Hyannis, on to a private dock… He made it impossible… I used to go to Hyannis at the beginning of every summer, the happiest time of the year. That began to be gradually intolerable to me with this surveillance…"

The unwanted intrusions of Galella and others were an inevitable by-product of being a public figure, but they were often unnerving. The contentious relationship between photographer and subject put the definition of privacy under closer scrutiny.

> "Jacqueline reported on the coronation of Elizabeth II"

rarity for Roman Catholic families in those days. Two years later, her mother married businessman and stockbroker Hugh Auchincloss.

As a teenager, Jacqueline was becoming fluent in French and completing secondary studies at Miss Porter's School in Farmington, Connecticut. She continued her academic pursuits at Vassar College in New York, spending a year in France, and graduated with a degree in French literature from George Washington University in 1951.

Earlier that year, Jackie had submitted an essay entry in the *Vogue* magazine Prix de Paris contest. The prize was six months in Paris as a junior *Vogue* editor, and six months with the publication's office in New York. Nearly 1,300 entries were judged, and Jacqueline won. However, her mother did not want her to leave the country, and she declined the honour. Subsequently, she earned $42.50 a week working for the *Washington Times-Herald* newspaper as its 'inquiring camera girl'. She interviewed people on the streets of the capital, snapping their photographs for publication. Her subjects included Vice President Richard Nixon, his wife, Pat, and daughter, Tricia, as well as a young Massachusetts congressman by the name of John F Kennedy – her future husband.

At a dinner party in May 1952, Jacqueline Bouvier and John F Kennedy were formally introduced by Charles L Bartlett, a syndicated columnist and political reporter. As the relationship warmed, Kennedy was immersed in his election bid for the US Senate. After the campaign's successful conclusion in November, he proposed. The *Times-Herald*, however, sent Jacqueline to London to report on the coronation of Queen Elizabeth II. After a month in Europe, she returned and accepted. 700 guests attended the wedding at St Mary's Church in Newport, Rhode Island, and 1,200 celebrated at the reception that followed at Hammersmith Farm, one of the bride's childhood homes, on 12 September 1953.

The early years of their marriage were not easy. Jacqueline looked after her husband as he underwent multiple surgeries and medical treatments for Addison's disease and chronic spinal difficulties that stemmed from an injury he suffered during the Second World War. In August 1956, the couple's first child, a daughter called Arabella, was stillborn.

Their fortunes changed somewhat after Jacqueline encouraged her husband to write the book *Profiles in Courage*, which won a Pulitzer Prize for biography in 1957. On 27 November of that year, while John was seeking re-election to a second term in the US Senate, Jackie gave birth to daughter Caroline.

Jacqueline joined John on the campaign trail as soon as she was able, and her presence provided a boost in the size of crowds and their enthusiasm. She was not considered a natural campaigner, but she was elegant, attractive and well- though soft-spoken. Jackie was also intelligent, and while she rarely commented publicly on issues of the day, she no doubt offered her advice and opinions privately to her husband. When the Kennedy brain trust began considering a run for the presidency, her expected contribution figured prominently in the prospects for victory.

Photographed following a state dinner at the White House on 22 May 1962, First Lady Jacqueline Kennedy epitomises the trendsetting fashion and style that captivated the world

Wearing a gown by designer Oleg Cassini, the First Lady joins the President in greeting French novelist André Malraux at the White House

After Kennedy announced his candidacy for President in January 1960, Jacqueline made frequent public appearances, travelling across the country. During the campaign, she became pregnant and was advised by doctors to rest. She wrote a syndicated newspaper column called 'Campaign Wife', kept up with correspondence, conducted interviews with the media, and made television appearances. On 8 November, Kennedy defeated Republican candidate Nixon by a narrow margin to win the White House. 17 days later, the couple's second child, John F Kennedy Jr, was born.

On 20 January 1961, Kennedy was sworn in as 35th President of the United States. At the age of 31, Jacqueline brought charm, poise, beauty and style to the role of First Lady. She also discovered opportunities to cultivate her interests in historic preservation, foreign languages and the arts, elevating her role to one of profound influence as an ambassador of goodwill, fashion trendsetter and international celebrity. She loved Europe – particularly France – however, she was keenly aware that the First Lady should dress primarily in the styles of an American designer. She would often choose Oleg Cassini to produce the iconic look that became the fashion bellwether of the 1960s. Still, she also wore creations by Chanel and other European giants of the fashion industry.

Among Jacqueline's earliest initiatives as First Lady was the renovation of the White House, including the restoration of historic furnishings and rejuvenation of rooms. Through the years, many items had been removed from the White House, either as First Families had come and gone or as donations were made to museums. She sought the return of as many early and original pieces as possible. She wanted the residence to be a home for young Caroline and John, and converted the third-floor sun porch into a kindergarten that could accommodate 15 children. Recognising the importance of diversity and social inclusion, she welcomed black children to the school.

The renovation effort involved the services of numerous experts and preservationists, and Mrs Kennedy established the position of White House curator while bringing together the White House

Six-year-old Jacqueline Bouvier poses with a pet spaniel in 1935. She was a precocious child, and could be disruptive at times in school

“Jackie elevated the role of First Lady to one of celebrity”

Fine Arts Committee to oversee the project. Funds were raised with the public sale of the book *The White House: An Historic Guide*, a fundraising idea that she had conceived. On 14 February 1962, an estimated 56 million viewers tuned to CBS television to watch *A Tour of the White House with Mrs John F Kennedy*. She moved with easy grace from room to room, discussing the $2 million endeavour with correspondent Charles Collingwood, and the programme, which earned special Emmy award recognition, was rebroadcast to more than 50 countries. The opportunity to connect with so many Americans enhanced her popularity and prestige. A dedicated patron of the arts, the First Lady raised the profile of the creative community, hosting dinners at the White House along with performances by world-renowned artists. Poetry, the ballet, music ranging from baroque to jazz fusion, and other art forms found an advocate in the First Lady. Virtuoso violinist Isaac Stern wrote: “It would be difficult to tell you how refreshing, how heartening it is to find such serious attention and respect for the arts in the White House. To many of us it is one of the most exciting developments on the present American cultural scene.”

A catalyst for arts-related discourse, Mrs Kennedy proposed the establishment of a National Cultural Center in Washington, DC. Following the couple’s visit to Paris in the spring of 1961, the *Mona Lisa*, Leonardo da Vinci’s masterpiece, came to the States on loan from the French Ministry of Culture and the famed Louvre museum. Her patronage of the arts contributed to the public perception of a First Family that epitomised all that was elegant, beautiful and inspiring.

Still, these were turbulent times, both public and private. Jacqueline was well aware of her husband’s numerous extramarital affairs, and considered filing for divorce. It was rumoured that Joseph P Kennedy,

Indulging her lifelong passion for horses, Jacqueline Kennedy takes her children, John Jr and Caroline, for a ride in the autumn of 1962

Editing and publishing

After the death of Aristotle Onassis, Jackie Kennedy accepted a position with Viking Press as a consulting editor. She was a woman of substantial financial means, leaving at her death an estate in excess of $43 million. Altogether, she spent 20 years in publishing, and it became the personal vocation that defined her as a self-sufficient individual.

In an interview with *Vanity Fair* magazine, she once said: “What has been sad for many women of my generation is that they weren’t supposed to work if they had families,” she explained. “There they were, with the highest education, and what were they to do when the children were grown – watch the raindrops coming down the window pane? Leave their fine minds unexercised?”

She held the Viking position for two years, resigning amid controversy surrounding false assertions of undue influence in the publication of a fictional novel based on a presidency of Ted Kennedy. She was later hired by Doubleday and edited such works as *The Cartoon History of the Universe* by Larry Gonick, *Cairo Trilogy* by Naghib Mahfuz, and biographies of singer Carly Simon and fashion columnist and editor Diana Vreeland.

"Jackie projected an image of goodwill and elegance"

her father-in-law, offered her $1 million to stay in the marriage. Aware that the public image of the Kennedy family and the prestige of the highest office in the land were critical, she remained silent, no doubt enduring much personal anguish.

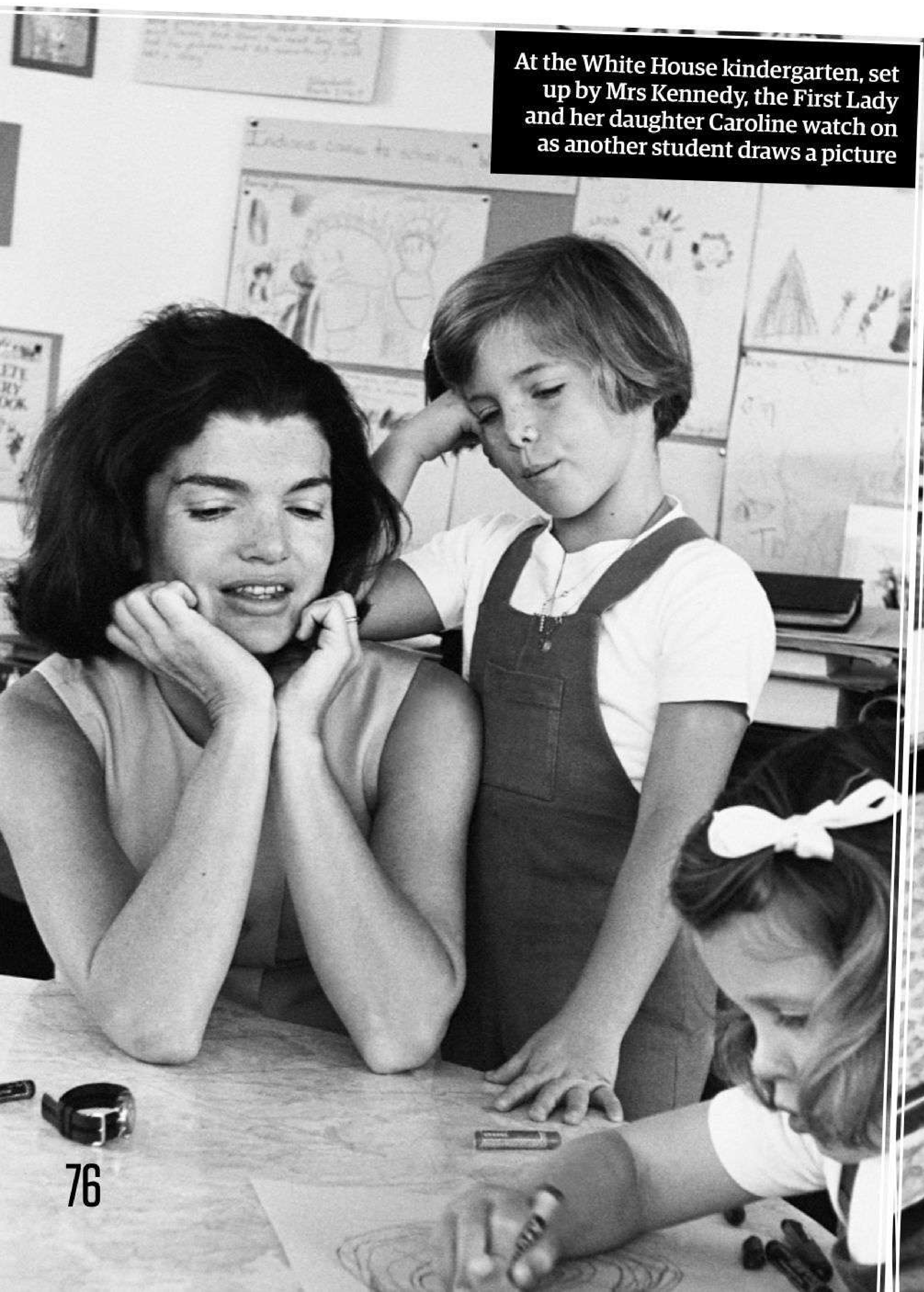
While her country was embroiled in the Cold War, the Vietnam experience was emerging, the Bay of Pigs and the Cuban Missile Crisis made headlines, and the civil rights movement was finding its voice, the First Lady chose her words carefully. However, she did offer private perspective on world events. After the resolution of the Cuban Missile Crisis, President Kennedy presented her with a silver-plated calendar identical to those he gave to his closest official advisors. Following the failure of the Bay of Pigs invasion, she spoke in Miami to survivors of the abortive attempt to overthrow the Communist regime of dictator Fidel Castro.

As First Lady, Jacqueline travelled more than any of her predecessors. Aside from her love of such experiences, the trips were perhaps some solace, a coping mechanism in the midst of her husband's infidelity. She spoke French, Spanish and Italian, and her ability to address gatherings in their native languages endeared her to the common people of many lands. She travelled with the President, in the company of family members and friends, and on her own. Her glamour and appeal to the global audience were such that, at a news conference during visit to France, Kennedy – grinning broadly – said: "I do not think it altogether inappropriate to introduce myself to this audience. I am the man who accompanied Jacqueline Kennedy to Paris, and I have enjoyed it."

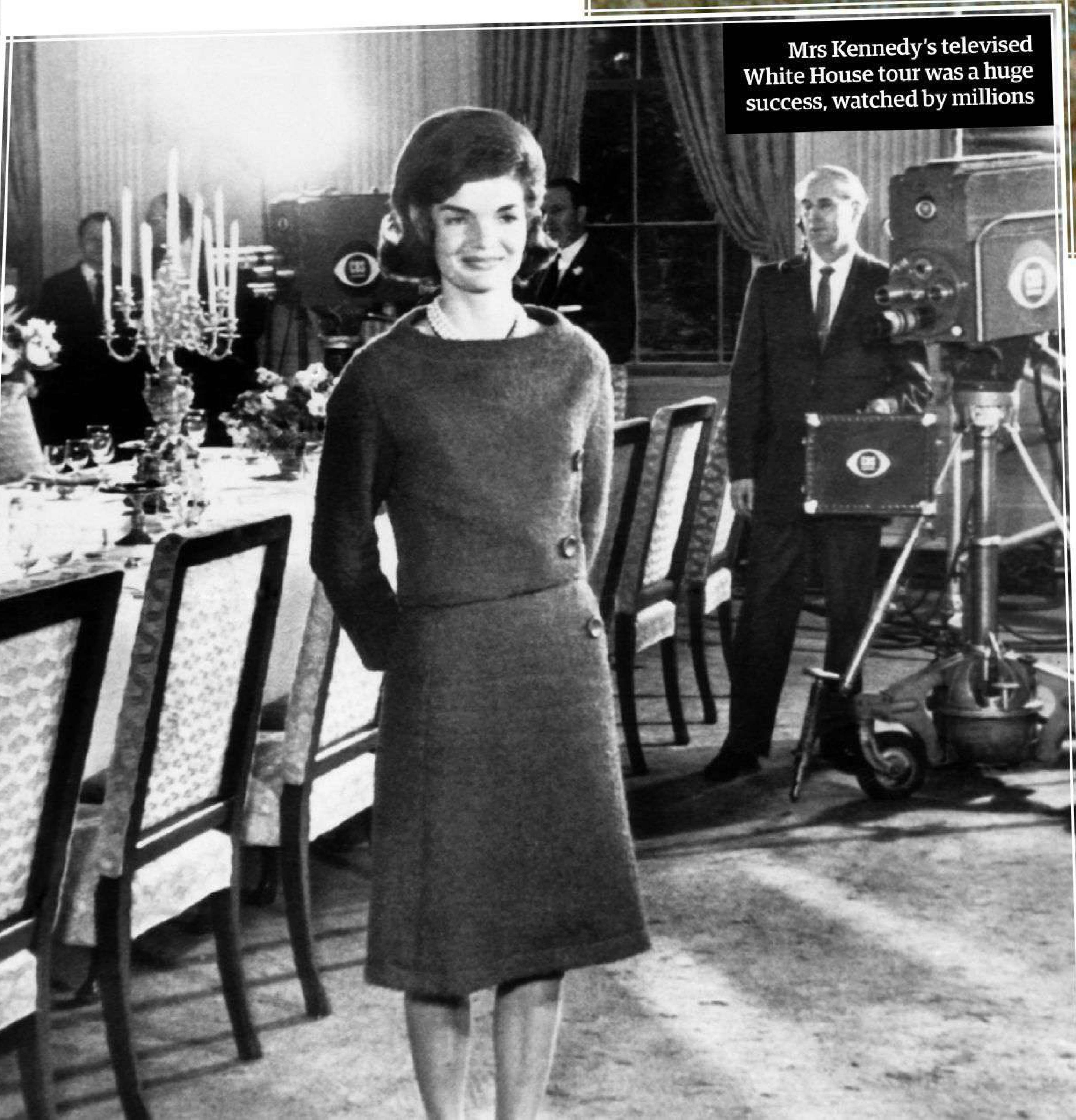
Jackie established a Fine Arts Committee and the role of Curator for the White House

In three years Mrs Kennedy travelled to more than 15 countries, forging friendships with heads of state and senior diplomats – including President Charles de Gaulle of France and Prime Minister Harold Macmillan of Great Britain – and projecting an indelible image of goodwill and elegance abroad. She travelled to South America to promote the mission of the newly established Peace Corps. During a two-week visit to India and Pakistan in March 1962, she was accompanied by her sister, Lee. The two were escorted by 23 agents of the Secret Service and other security agencies, and together they brought an astonishing 62 pieces of luggage with them.

Hand in hand with moments of supreme satisfaction, tremendous joy and remarkable achievement came heart-wrenching tragedy. In early 1963, as President Kennedy contemplated running



At the White House kindergarten, set up by Mrs Kennedy, the First Lady and her daughter Caroline watch on as another student draws a picture



Mrs Kennedy's televised White House tour was a huge success, watched by millions

John and Jackie enjoy a moment in the sun together at the Kennedy family home in Hyannis Port, Massachusetts, a few months before their wedding

for a second term in office, Jacqueline learned that she was pregnant once again. On 7 August, a boy, Patrick, was born prematurely and died two days later at Children's Hospital in Boston.

While the parents still grieved the loss of their child, they boarded a plane from the capital city to Dallas, Texas, in late November. Amid a tumultuous welcome, the presidential motorcade proceeded down a city street. A sniper's rifle shots rang out, and John F Kennedy slumped forward with a fatal head wound.

In the aftermath of the infamous assassination, as condolences poured in from around the world and the nation was transfixed by the televised state funeral of her husband, Jacqueline Kennedy exhibited poise and dignity. Her remarkable grace in the face of utter tragedy helped bring family, friends and a country paralysed with grief through one of the darkest times in their history.

After leaving the White House, the widowed Mrs Kennedy remained a public figure despite efforts to avoid the limelight. She purchased a luxury apartment for her family on Manhattan's Upper East Side, and continued to pursue her interest in historic preservation, with a successful effort to renovate and preserve Grand Central Station in New York.

Paparazzi clicked photos whenever she appeared in public. Her 1968 marriage to Greek shipping tycoon Aristotle Onassis brought media attention. Tabloids referred to her as 'Jackie O', and the much-publicised union ended with the death of her 69-year-old second husband in 1975.

In her later years, she maintained a close relationship with financial advisor Maurice Tempelsman, and pursued a successful career in publishing with Viking Press and Doubleday.

In 1993, Jacqueline was diagnosed with lymphoma, and passed away on 19 May 1994 at the age of 64. Her son, John Jr, announced: "She was surrounded by her friends and her family and her books, and the people and the things that she loved. And she did it in her own way and on her own terms."

Jackie Kennedy's legacy remains vibrant; a lifetime of glamour, excitement and sorrow – a modern fairy tale tinged with tragedy.

> Jacqueline's blood-stained Chanel suit from JFK's assassination has been stored at the National Archives

JFK's state funeral, 25 November 1963, Washington DC. A mourning nation admired Jacqueline's quiet dignity in the aftermath of her husbands assassination

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LADY BIRD JOHNSON

1963-1969

A whirlwind of activity, the *other* LBJ was a First Lady with environmental ambitions

Words Catherine Curzon

When Claudia Alta Taylor was a baby in her cradle, the family's nursemaid looked at the little girl and declared her pretty as a ladybird. From that day forward, the nickname stuck, and when Claudia married congressional aid Lyndon Baines Johnson in 1934, the couple's brand-new marriage license bore the name 'Bird'.

The socialite daughter of a self-made man, Lady Bird brought with her a modest inheritance, and as soon as she was married, she put her money to work. Lady Bird financed the campaign that saw her husband successfully elected to Congress, and was his constant and loyal supporter.

As Johnson's career flourished, the ambitious Lady Bird was just as busy building and expanding her own business portfolio. She purchased radio and television stations, the revenue from which eventually made the couple millionaires. From an initial investment of around $41,000, they eventually recouped a staggering $150 million, making Lady Bird Johnson the first First Lady to become a millionaire in her own right, a status she achieved before her husband ever held the keys to the White House.

Lady Bird's first taste of the presidential life came when her spouse was chosen as the running mate of John F Kennedy during the 1960 election. With Jacqueline Kennedy pregnant and unable to fulfil all her official duties, Lady Bird stepped in to fill the breach and serve as the feminine face of the Democratic presidential campaign. Just like Johnson, she was a native Texan, and the couple were a vital ingredient when it came to the Democrats winning the notoriously Republican Southern states. Kennedy triumphed, and when JFK took the Oath of Allegiance, LBJ was sworn in as his Vice President.

Of course, Johnson's route to the presidency wasn't won in the conventional manner. Where Kennedy had won power following a hard-fought election, Johnson's own opportunity for the top job was thrust upon him when Kennedy was felled by an assassin's bullet in Dallas. As Johnson was sworn in aboard Air Force One with a blood-spattered Jackie Kennedy standing beside him, Lady Bird watched with trepidation. Jack and Jackie, she knew, would be a hard act to follow.

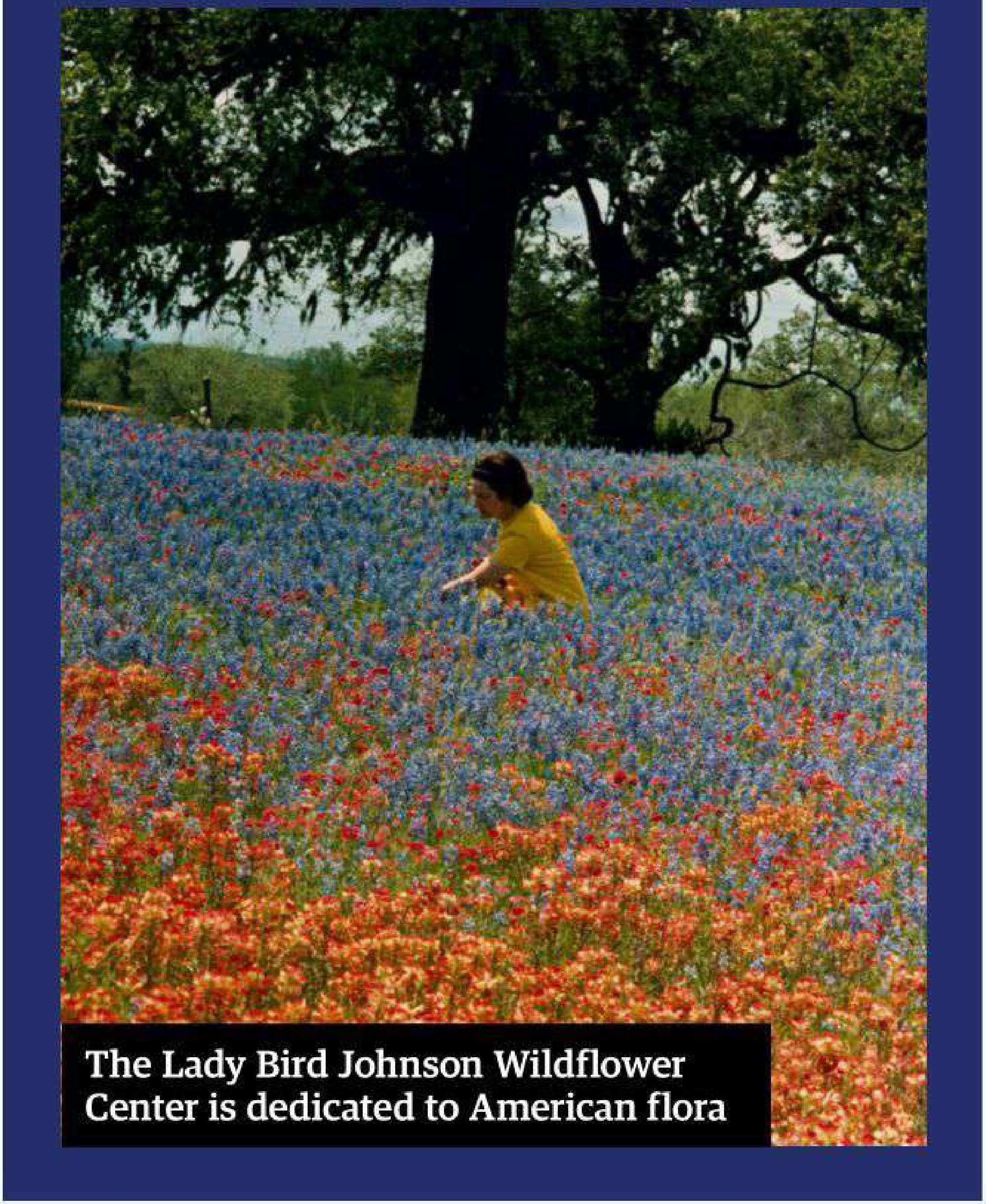
The Johnsons allowed the newly widowed Jackie to remain at the White House as long as she wished, and the two women worked closely together to ensure that Mrs Kennedy would have a smooth transition from her old life to whatever

> Lady Bird admitted that her rather lonely childhood cultivated her love of reading and nature

The National Wildflower Center

In 1982, Lady Bird Johnson and her friend, the actress Helen Hayes, worked together to fund and establish the National Wildlife Center on a 60-acre site east of Austin, Texas. Soon the centre had more than 13,000 supporters and was recognised as the national leader in wildflower research.

So great was the interest that Lady Bird soon realised the National Wildlife Center needed to expand to meet the demand on its facilities. She personally found a second site in southwest Austin, and oversaw the development of the expanded centre. It eventually opened in 1995, and three years later was renamed the Lady Bird Johnson Wildflower Center. Today that site has expanded to nearly 300 acres, and provided school children and adults from across the country with a fully developed programme of education focusing on America's native plant life.



The Lady Bird Johnson Wildflower Center is dedicated to American flora

Claudia had been known as Lady Bird ever since she was a baby

waited for her. When she finally departed, Jackie left Lady Bird a note wishing her happiness in the White House, and from that day on, Lady Bird Johnson began to shape herself into the very model of First Lady. Or rather, she shaped the office of First Lady to suit her own personal style.

Although Lady Bird's Southern hospitality proved a great fit for her new role, she wasn't the sort of woman who could sit back and be nothing but a delightful hostess to charm guests and voters. Instead, she set about modernising the position of First Lady, and took the first steps to develop the nebulous role into what we know today. She was the first President's wife to employ her own press secretary, and even had her own chief of staff, both of whom went towards establishing the First Lady's East Wing office that exists now.

In fact, Lady Bird took to her role with aplomb, and when her husband decided not to run for office in 1964, she was determined to change his mind. He had been unhappy under Kennedy and thought that the Democrats merely tolerated his presence following the assassination with gritted teeth, as opposed to actually wanting him in the top job. Tired, dissatisfied and at the end of his tether, Johnson was more than ready to surrender the keys to the White House.

Yet Lady Bird wouldn't hear of it. She convinced her husband that he alone could ensure a Democratic victory, and encouraged Johnson to accept the nomination, lead his party to victory and prove his opponents wrong, whatever their affiliation. If he didn't, she warned, he might as well just give the White House keys directly to the Republican party.

Lady Bird's efforts succeeded where even Johnson's most persuasive aides had failed, and as the race for the White House intensified, she joined it with characteristic tenacity. Lady Bird hopped aboard aeroplanes and boarded her own train to journey through the South on a promotional junket for the Civil Rights Act, giving

> After taking a public speaking course, Lady Bird became adept at giving speeches

The life of Lady Bird

22 Dec 1912
Claudia Alta Taylor is born in a mansion in Karnack, Texas. She is soon nicknamed Lady Bird.

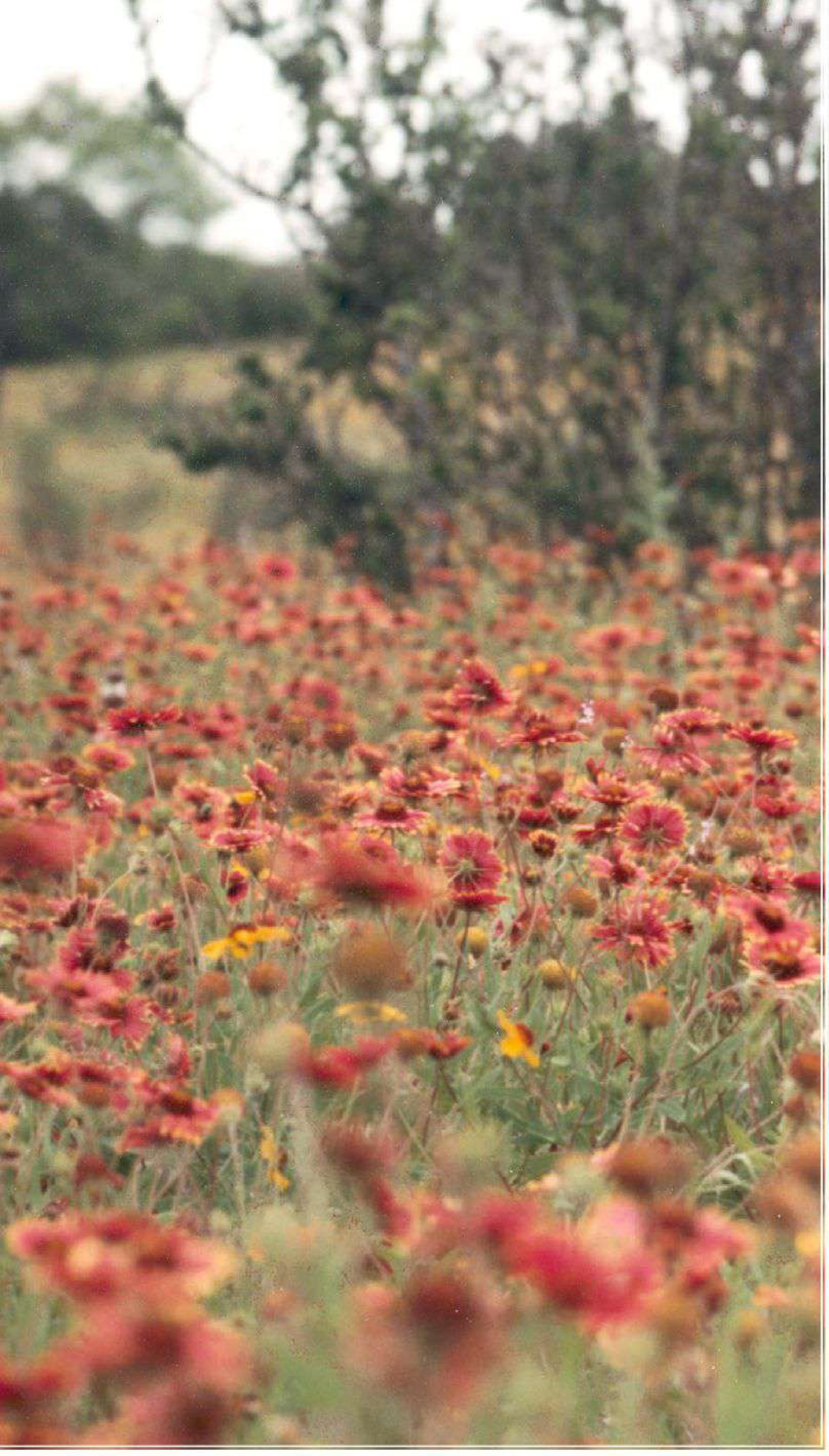
17 Nov 1934
Lady Bird and Lyndon Baines Johnson marry in San Antonio, Texas.

1937
Johnson becomes Congressman in a campaign funded by Lady Bird.

1943
Lady Bird purchases TV and radio stations that will recoup a fortune.

1961-1963
As wife of the Vice President, Lady Bird becomes Second Lady of the US.

22 Nov 1963
Following JFK's assassination, the Johnsons become President and First Lady.



Lady Bird Johnson was the first First Lady to employ a large staff, including her own press secretary

Lady Bird feared that people might think her conservationism trivial

multiple speeches every day in the very first solo tour by a First Lady. People looked out for the 'Lady Bird Special' as it flew overhead or rolled through the railway stations of the Southern states, ferrying the First Lady from engagement to engagement. With Lady Bird's help, Johnson won re-election, and as he took the oath of office it was she who held the Bible, another modern tradition she started.

While Jackie Kennedy had spent a fortune on renovating the crumbling White House, Lady Bird's ambitions were far more sweeping than that. She intended to add some much-needed beauty not to her new home, but to Washington itself. Lady Bird named her pet project the 'Society for a More Beautiful National Capital', and set about working with the American Association of Nurserymen to plant literally millions of flowers around the city, believing that "Where flowers bloom, so does hope." Her efforts proved infectious, and as the flowers blossomed along Washington's roadsides and across public lands, similar initiatives sprang up across low-income areas in America, inspired by the First Lady's devotion to creating a nicer environment in which to live. Lady Bird toured Native American reservations, and with every new experience, her passion for conservation grew. She became the first President's wife to lobby for legislation when she threw her weight behind the Highway Beautification Act, which was intended to control the number of billboards and junkyards springing up along American roadsides and replace them with flowers instead. Nicknamed Lady Bird's Bill, it became forever associated with Mrs Johnson. Even now, every highway landscaping project carried out in America must allow a ringfenced budget for native flora. Yet Mrs Johnson's pet bill wasn't only about flowers. She feared that use of the word beautification may seem trivial and rather weak, because her aims weren't only to prettify the landscape, but to improve the quality of life for every American. Her interests in conservation weren't limited to pretty blooms either, but intended to encourage clean air and water, safe waste disposal, and the preservation of national landmarks and parks, as well as the American wilderness itself.

Lady Bird championed the 1966 White House Conference on Natural Beauty, and led press delegations to areas of national importance and natural beauty, including the Hudson River and the California Redwoods, spearheading a presidential conservation initiative on a scale that had never been seen before. In 1968, Johnson presented his wife with a set of 50 pens in recognition of her efforts. These pens had been used, he said, to sign off around 50 new laws that would help to conserve the environment.

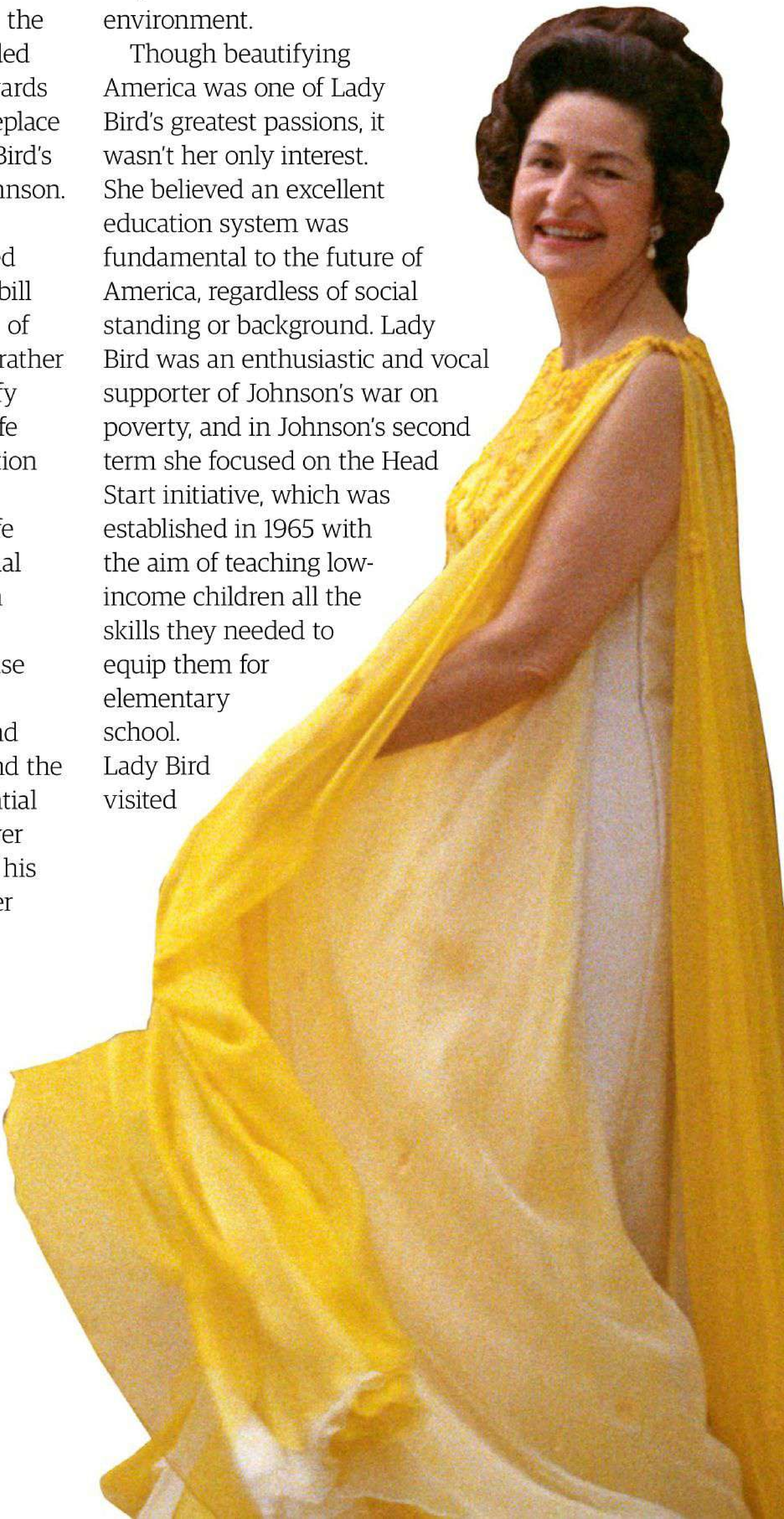
Though beautifying America was one of Lady Bird's greatest passions, it wasn't her only interest. She believed an excellent education system was fundamental to the future of America, regardless of social standing or background. Lady Bird was an enthusiastic and vocal supporter of Johnson's war on poverty, and in Johnson's second term she focused on the Head Start initiative, which was established in 1965 with the aim of teaching low-income children all the skills they needed to equip them for elementary school. Lady Bird visited

1963-1964
Lady Bird shapes the role of FLOTUS, establishing the blueprint that exists to this day.

1963-1969
Lady Bird leads conservation initiatives that change the face of US law.

20 Jan 1969
After leaving the White House, Lady Bird continues to champion education and environmental concerns.

1 July 2007
Lady Bird Johnson dies of natural causes in Texas, aged 94.



Lady Bird's Head Start initiative helped equip young children with the skills they needed to succeed at school

Head Start groups and met the children benefitting from the scheme, doing all she could to raise awareness and participation. To this day, Head Start continues, with more than 20 million participants having benefitted from it.

Lady Bird had an instinctive way with the public, and whenever Johnson began to lose the support of a section of the community, it was she who was sent off to charm back the vote. With the South already in the palm of her hand, she set off through the Midwest to meet with farmers, many of whom were deserting the Democrats in droves. Yet this time, even the optimistic Lady Bird could see that the tide was turning. As the end of his term approached, Johnson's thoughts again began to turn towards the possibility that he might leave office. This time, Lady Bird agreed. She feared that fighting on would cause irreparable damage to her husband's health.

When the Johnsons left the White House, Lady Bird had already proved herself a trailblazer. Though she might no longer be First Lady, she lost none of her zeal. In 1970, she published an intimate memoir of her time in the White House, becoming the first former First Lady to provide such a revealing account of FLOTUS life. Unable to be idle, she became a vital figure in the development of the Lyndon B Johnson Library, yet sadly her concerns for Johnson's health were to prove prophetic. Lyndon Baines Johnson died following a heart attack in 1973, leaving his remarkable wife a widow.

Following LBJ's death, Lady Bird took some time to regroup, but the lure of her quest to make America more beautiful proved too great. She continued to champion beautification projects in her native Texas, and served on several boards associated with environmental and conservation groups. Lady Bird also maintained her interest in education, and became a familiar figure at fundraisers.

Yet for all of her many projects following her life as First Lady, it was to environmental concerns that Lady Bird was the most unquestionably devoted. She was dismayed by what she saw as the creeping blight of ugliness and a lack of pride in public spaces, and believed that few things were of more value than making the country a place that was pleasant for all, not just the wealthy. She recognised too the importance of preserving native flora, and with actress Helen Hayes founded the National Wildflower Research Center in Texas.

Lady Bird remained a familiar face at events that championed her favourite causes, and she returned to the White House on several occasions, including as a guest of George Bush in 1990, when she helped to mark the 25th anniversary of Johnson's inauguration. Even as her health failed in her later years, Lady Bird remained active. Just a few weeks before her death on 11 July 2007, she went with her daughter on a visit to the Blanton Museum of Art. With her, Lady Bird took IV antibiotics and an oxygen supply. Filled with spirit to the end, she wasn't going to let anything stop her from visiting the museum she had set her heart on attending.

> Lady Bird regularly made tape recordings like a diary, which she later used to help write her memoir

The President decided to focus on his health rather than run for a second term, and the LBJs left the White House in 1969

Lady Bird graduated from the University of Texas with degrees in history and journalism

In 1988, Lady Bird was awarded the congressional gold medal for her humanitarian work and campaigns to beautify America

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A struggle with addiction

In 1978, shortly after leaving the White House, Betty's family staged an intervention. Following a prescription of opioids to treat pain from a pinched nerve in the 1960s, Ford had become dependent on prescription drugs, and later alcohol. Since leaving Washington, the problem had escalated, and so she admitted herself to hospital for drug and alcohol rehabilitation. True to form, she spoke openly about her treatment, despite there being a great stigma around addiction, particularly for women, at the time. Realising the lack of facilities available, in 1982 she helped establish the Betty Ford Center, dedicated to helping all people – but especially women – with chemical dependency.

BETTY FORD

1974-1977

The outspoken First Lady whose openness helped to save countless lives

Words Joanna Stass

Following the secrets and scandal of Nixon's presidency, First Lady Elizabeth 'Betty' Ford made it her mission to be as open and honest as possible with the American people. This pledge was put to the test during and after her time in the White House, but her extraordinary bravery and candour led to positive change and a lasting legacy all across the country.

> Betty was a keen dancer, and particularly favoured the popular dance move 'the bump'

Betty's short but significant time as First Lady began when her husband, Gerald Ford, became the first unelected President of the United States in 1974. During their 26 years of marriage, Gerald had served 13 terms as a member of the House of Representatives, and was just about ready to retire from Congress to spend more time with Betty and their four children. However, when two resignations saw him unexpectedly promoted to Vice President and then President, the Fords were well and truly thrust into the spotlight.

Straight away it became apparent that Betty was not prepared to take on the reserved and private persona of previous First Ladies. In her first press conference, she spoke passionately about several controversial subjects, including abortion, divorce and equal rights for women. Then just a few weeks into her husband's presidency, she was ready to break another taboo.

Following a diagnosis of breast cancer, Betty underwent a mastectomy and chemotherapy, but instead of keeping it out of the public eye, she spoke openly about her illness and treatment. Her efforts to raise awareness of a disease that many were reluctant to talk about led to a surge in breast cancer screenings that researchers now refer to as the 'Betty Ford blip', no doubt saving countless lives as a result. Realising the power she had to make a difference, Betty began to campaign for more causes she was passionate about, even though many of her liberal ideals were not echoed by the Republican Party. As well as being openly pro-choice, she advocated the Women's Movement, and supported and proposed the Equal Rights Amendment to the Constitution. When she was interviewed on CBS show *60 Minutes*, she also spoke candidly about pre-marital sex and marijuana use, revealing she would counsel her children if they were involved in either. Her views saw her criticised by many conservatives, some of whom even labelled her 'No Lady' and demanded her 'resignation'. Despite this, her approval ratings soared to 75 per cent, and in 1975 she was named *TIME* magazine's Woman of the Year.

During the 1976 presidential campaign, Betty made several speaking tours in support of her husband, and her popularity continued to grow. Badges proclaiming 'Betty's husband for President' began appearing on people's lapels, but despite her efforts, Gerald lost to Democrat Jimmy Carter.

After the Fords left Washington, Betty continued to hit the headlines. Her treatment for drug and alcohol addiction opened up a national conversation about chemical dependency, and raised awareness of the potential for recovery. She led rallies and marches in support of the Equal Rights Amendment to the Constitution, actively supporting the legal equality of the sexes. She even began to show her support for gay rights and same-sex marriage, and continued to educate the nation about breast cancer treatment.

Her efforts to make the United States a better place for so many Americans led to her receiving the Presidential Medal of Freedom – the nation's highest honour – in 1991. Although she passed away in 2011, aged 93, her legacy truly lives on. The Betty Ford Center in California has helped more than 100,000 patients and their families since it first opened, and each one of them has the fiery First Lady to thank for kick-starting a national change in attitude towards addiction.

A focus on mental health

Before, during, and after her time as First Lady, one of Rosalynn Carter's most treasured causes was that of mental health care. She was determined to break the taboo of discussing mental health and to ensure that anyone who needed care would be able to access it locally, without facing judgement or being stigmatised.

As chair of the President's Commission on Mental Health Rosalynn appeared before the Senate and Congress to discuss the Mental Health System Bill. Today she continues to campaign on the subject, ensuring that those who need assistance and understanding can receive the care they require.

Rosalynn chaired the President's Commission on Mental Health

ROSALYNN CARTER

1977-1981

Nicknamed the 'steel magnolia', the politically-driven Rosalynn Carter had ambitions of her own

Words Catherine Curzon

When Rosalynn Carter entered the White House, she wasn't content to settle for a life as America's premier hostess. Intelligent, astute and dedicated to her duty, she was to become the very model of a modern First Lady.

From the very beginning of her husband Jimmy Carter's presidency, Rosalynn envisioned a more political bent to her own position. This, she believed, was the best way to support her husband as well as bringing some extra value to the role of First Lady. If she were to be a supportive presence in the White House, Rosalynn wanted to be fully informed on all matters and to this end, she became a regular attendee at Cabinet meetings, joining other officials as observers.

As the First lady of Georgia, Rosalynn had always had a particular interest in social and health issues and now, on the largest stage of all, she embraced those interests still further. From her office in the East Wing, which she formally named Office of the First Lady, she carved out her own niche, moving the focus from that of a social hostess to a politically engaged woman. As First Lady, Rosalynn was very much the model for the figure we know today.

When *TIME* magazine voted Rosalynn the second most important person in the US – her husband was the first – it was in recognition of her tireless championing of the issues that mattered to her, including unemployment, equal rights for women and her personal favourite, mental health. Though Rosalynn was her husband's strongest ally in public, she freely admitted that she and Carter had their disagreements on his policies in private, leading her critics to fear that Rosalynn wielded far too much power for an unelected First Lady. She denied these accusations, emphatic that Carter made his own decisions whether she agreed with them or not. The press called her 'steel magnolia', as her delicate appearance belied a fiercely strong character.

> ★ ★ ★ ★ ★
> In 2006, Rosalynn Carter was ordained a deacon by Maranatha Baptist Church in Georgia
> ★ ★ ★ ★ ★

Rosalynn was acutely aware of the criticisms that were levelled at her but she didn't allow them to hold her back. She served as her husband's representative at meetings and showed a keen diplomatic mind, with a natural ability to put people at ease. When she served as an envoy to Latin America in 1977, Rosalynn was a hit, building diplomatic ties that had once seemed impossible to foster. So successful were Rosalynn's diplomatic missions that they extended across the world. As her role developed so too did Rosalynn's interests and she became deeply interested in the plight of refugees, especially children.

As President Carter's public approval rating dipped, Rosalynn's seemed to soar – she was named as a joint winner of the title of Most Admired Woman in the World, tied for the crown with Mother Teresa in 1980. When her husband left the White House in 1981, the former FLOTUS became a driving force behind The Carter Center, a non-profit organisation dedicated to the preservation of human rights and democracy around the world, from providing healthcare to countries where it is desperately needed to offering mediation between warring states. Rosalynn continues to vocally promote the discussion of mental health issues across the country, as well as fight for the rights of women and children all over the world.

With the death of Barbara Bush in 2018, Rosalynn Carter became the oldest surviving former First Lady and in recent years, she has nursed her husband during his battle with cancer. Rosalynn remains active across a broad spectrum of politics and social affairs and continues to be a force to be reckoned with more than 30 years after she left the White House.

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The modern First Lady

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Just Say No

In 1982, when a schoolgirl asked Nancy Reagan what to do it she was offered drugs, the First Lady famously responded, "just say no." This became the name of an anti-drug programme that Nancy championed and she travelled the country giving speeches, making visits to rehab centres and appearing in the press to promote her message.

Nancy assembled an international group of First Ladies at the White House in 1985 to discuss the issue of substance abuse. However, her approach was criticised by some as being ignorant of the underlying problems, with little time given to the wide ranging social issues that contributed to the so-called crisis.

Nancy was a passionate campaigner against drugs

NANCY REAGAN

1981-1989

From Hollywood stardom to the White House, 'Queen Nancy' performed on the world's biggest stage

Words Catherine Curzon

By the time she moved into the White House in 1981, Nancy Reagan had already enjoyed Hollywood stardom and been the First Lady of California, so FLOTUS was her next big role. Unlike her predecessor, Nancy had little interest in Cabinet meetings and overseas missions. Instead, she set her sights on bringing some glitz and glamour to the White House.

As Ronald Reagan settled into his new job, his wife was overseeing an ambitious remodelling of the historic building, including the installation of a private gym and even a beauty salon. Assembling an eclectic mix of personal pieces and historic White House furniture, Nancy's renovations were all paid for by private donations and were intended to create a house for the ages. Of course, the fact that those donations were tax-deductible was a nice bonus too.

Nancy's love of luxury didn't stop at furniture. She attracted controversy for the elaborate and expensive gifts of jewels and gowns that she was happy to accept, all of which went to feed the First Lady's love of fashion. This was a charitable act, she argued, pointing out that by wearing American items, she was doing her bit for homegrown industries. Not only that, but many of the items would be returned to their designers or passed to museums, to be enjoyed by the public.

Yet Nancy's passion for couture was an early stumbling block in her relationship with the public. Her apparent devotion to all things opulent looked out of step with a country that was suffering economic hardships, especially considering that her husband's own administration was attempting to pass new regulations that would allow school lunches to serve ketchup and claim it was a vegetable.

> Nancy's purchase of a $200,000 set of china earned her criticism in the recession-hit US

Yet Nancy wasn't so out of touch that she didn't know how to turn the tide. Faced with an outcry over her extravagance she pulled an abrupt U-turn, promoting a new image not as a fashion queen, but as a woman with a sense of humour and duty to her country.

After the political focus of Rosalynn Carter, Nancy Reagan marked a return to the traditional role of First Lady. She was an accomplished hostess with a reputation for fastidious adherence to detail when entertaining. In fact, when she organised the state dinner between her husband and Gorbachev, the success of the evening was seen as one of the major factors in the thaw between East and West.

Few knew that it was Nancy's influence that had led Reagan to renew a relationship with his Russian counterpart but as rumours of her secret involvement in her husband's decision making grew, she attempted to publicly refute such allegations and promote her anti-drug campaign, Just Say No. What she didn't say no to, however, was the chance to consult an astrologer on her husband's movements following an assassination attempt against him in 1981. She consulted the astrologer every time Reagan was due to attend an event, terrified that he might come to some harm.

When the Reagans left the White House, Nancy continued her crusade against drugs with the creation of the Nancy Reagan Foundation. Following her husband's diagnosis of Alzheimer's, she became his carer and the spokesperson for the Ronald and Nancy Reagan Research Institute, which aims to further research into the disease.

Though sometimes controversial during her time in the White House, Nancy's involvement with Alzheimer's research and her new role as a caregiver to Reagan redefined her in the eyes of the public. Once seen as extravagant and spoiled, her devotion to her ailing husband won her many new admirers across the country.

BARBARA BUSH

1989-1993

America's straight-talking, fake pearl-wearing grandmother

Words Laura Mears

With a shock of white hair and a no-nonsense attitude, Barbara Bush was America's grandmother. Her fairy-tale relationship with the 41st President charmed the public, and she famously wore fake pearls and cheap shoes to her husband's inauguration. When asked why she favoured the knock-off jewels, she replied that they helped her to hide her neck wrinkles. Self-deprecating and relatable, she was a real woman, living the American dream.

Born Barbara Pierce, she grew up in New York in the 1920s. Her parents were wealthy and sent her away to boarding school in South Carolina, but she chose not to finish her education. At a Christmas dance, a then 16-year-old Barbara met eyes with the young George HW Bush and the couple got engaged just before he went away to fight in the Second World War.

The years that followed were tense. In September 1944, a missile struck George's TBM Avenger torpedo bomber over the ocean near Japan. George managed to parachute to safety, but his plane ended up at the bottom of the sea. On his next military leave in 1945, the pair tied the knot.

When the war ended, George returned to Yale to complete his education and Barbara followed – it was to be a pattern that she would repeat throughout her life. She worked on campus as a shop assistant and, while her husband studied, she gave birth to their first son. Unbeknown to her at the time, George and their newborn George W would both go on to become Presidents of the United States of America.

After George Senior graduated, the family moved to Texas, where they set about building a new life and an oil empire. But tragedy struck the young couple. Their second child, Pauline (nicknamed Robin) became sick with leukaemia when she was just three years old. Despite the best efforts of her doctors, she never recovered. When Robin had fallen ill, Barbara had a choice: take her daughter home or fly her to New York for treatment. The drugs gave Robin a little more time, but they took their toll on her body. With George away on business, Barbara had to make another difficult choice alone. Against the doctor's advice, she requested one last operation, but Robin didn't make it through. The stress of the loss of her baby turned Barbara's hair white.

The couple had six children in total, and George's business took the family across the world. Barbara described motherhood as a time of "diapers,

> Barbara had a national radio show called *Mrs Bush's Story Time* to help promote reading to children

Barbara and George's love story

When George went away to fly bombers in the Second World War, he named three planes after his long-distance love.

Barbara followed George around the world. They moved house 29 times before settling at the White House, including relocating to China.

Barbara met George at a school dance when she was just 16, and he was her first kiss. "When I tell this to my children, they just about throw up," she has said.

The year before the couple died, Barbara said of her husband, "I am still in love with the man I married 72 years ago."

Barbara Bush stood by her husband throughout his presidency

"With unwavering support for her George, Barbara used her popularity to bolster his presidency"

runny noses, earaches, more Little League games than you could believe possible, tonsils and those unscheduled races to the hospital emergency room, Sunday school and church, of hours of urging homework or short chubby arms around your neck and sticky kisses". She was every inch the American soccer mom.

But after George won his first election in 1962, Barbara started to lose her footing. Her children were growing up and during the 1970s she struggled with depression. When asked about it, she spoke of turmoil surrounding her choice of career as a stay-at-home mum: "Suddenly women's lib had made me feel my life had been wasted." With American women beginning to move into the workplace and her own nest emptying, Barbara felt at a loss. Compounding the problem, her husband, now director of the CIA, was often away and when he was around, he was secretive about his work.

Barbara's choice to devote her life to leading her household would soon become the lynchpin of George's presidency. As her husband started gearing up for his presidential run, Barbara put on a public face that would play a huge part in transforming his campaign. She appeared alongside him for speeches and rallies, and when American women looked at her, they saw themselves. When she took up her place in the White House, she said, "My mail tells me that a lot of fat, white-haired, wrinkled ladies are tickled pink".

Opinion polls sometimes put Barbara tens of points above her husband and, with unwavering support for her George, Barbara used her popularity to bolster his presidency. In 1992 she said of him, "I always feel wonderful when I get to talk about the strongest, the most decent, the most caring, the wisest, yes, and the healthiest man I know."

Reluctant to interfere in George's business, Barbara instead stuck to her role as head of the family home. When asked about the division of labour, she explained, "I don't fool around with his office… and he doesn't fool around with my household."

But Barbara's part in the presidential partnership wasn't completely silent – in private, the pair disagreed about politics, most notably on matters of abortion and the sale of guns. In public, Barbara used her platform to champion causes close to her heart. She visited people with AIDS at the height of the HIV crisis, she toured cancer wards, and she campaigned for improvements in education. Her

★ ★ ★ ★ ★

Only two First Ladies have also been mothers of Presidents: Barbara Bush and Abigail Adams

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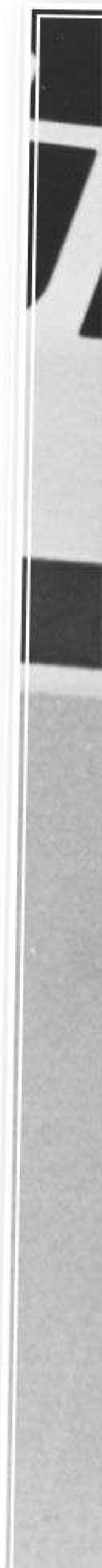

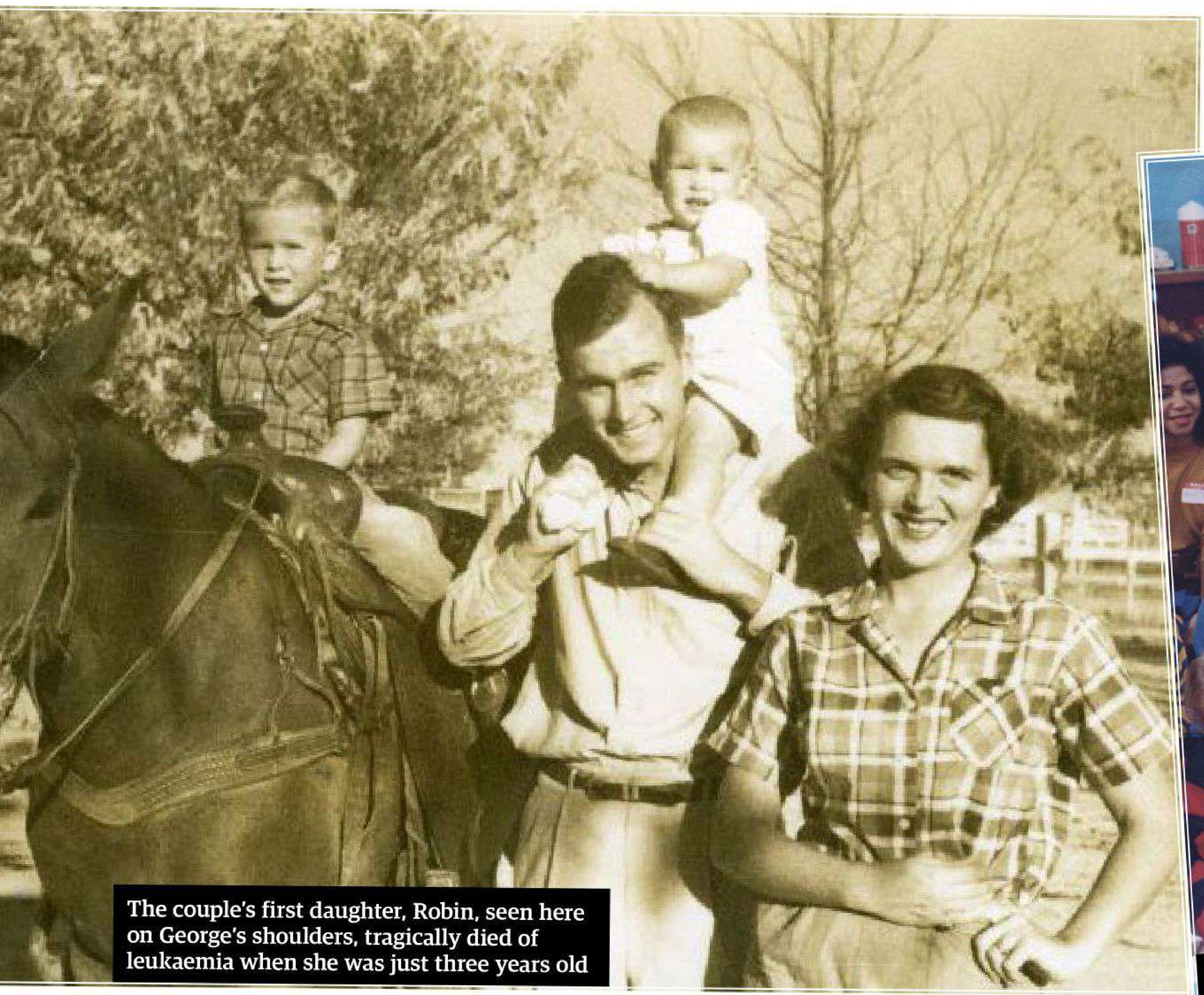

The couple's first daughter, Robin, seen here on George's shoulders, tragically died of leukaemia when she was just three years old

Barbara was passionate about improving children's literacy

son Neil was dyslexic, and she described family literacy as "the most important issue we have". With her support, the National Literacy Act became law in 1991, helping adults to return to school for another attempt at their high school diploma. On the 25-year anniversary of the act, Barbara said, "The National Literacy Act put into policy my belief that education is a civil right, no matter one's age… everyone deserves a chance to obtain the education they need to provide for their families, set the next generation on a path to success and achieve their dreams."

When George was Vice President, Barbara had become an author. In her signature humble style, she wrote a children's book from the perspective of the family pet. Titled *C Fred's Story: A Dog's Life*, the book helped to fund literacy programs for children. Six years later, when George was President, Barbara wrote another, *Millie's Book*, this time from the viewpoint of the family's spaniel.

In the eyes of the American public, Barbara was the very image of a family matriarch, and her honesty was part of her charm. But, behind the scenes, the story was different. In a 1992 interview with the magazine *Vanity Fair*, friends, family and staff revealed that some of those closest to her lived in fear of her sharp tongue. In the report, the magazine quoted an aide who said, "I think everyone was scared of her. It was just like when your mother said, 'I have eyes in the back of my head.'" Another described her as a good person, but not a nice person.

Barbara's candour, though, made her the woman that she was. She was also open-minded and demonstrated a willingness to learn more about social issues that she was unfamiliar with. Two years before her death, at the age of 90, Barbara met with a reporter from *The Atlantic*. They talked about her role in bringing the AIDS crisis to the attention of her husband in the 1980s, which led to a conversation about LGBTQ rights. Afterwards, Barbara wrote, "[He] won the argument or he changed my mind about so much… Please tell him that at 90 I learned a lot from our lunch."

Both George HW and Barbara Bush passed away in 2018 – having reached the ages of 94 and 92 respectively – bringing their 73-year-long fairy-tale marriage to an end.

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EORGE BUS
CONG

Barbara and George are pictured here on the night when the latter was elected to Congress

Barbara and George shared relatively liberal views, occasionally putting them at odds with more right-wing members of the Republican Party

HILLARY CLINTON

1993-2001

How this feminist First Lady became one of the modern era's most polarising politicians

Words Jodie Tyley

The year was 1992 and Hillary Clinton was making a television appearance that would save her husband Bill's presidential campaign after the race had been derailed by accusations of his extramarital affairs. "I'm not sitting here, some little woman standing by my man," she declared to the nation. "I'm sitting here because I love him and I respect him, and I honour what he's been through and what we've been through together. And you know, if that's not enough for people, then heck – don't vote for him." It wouldn't be the last time she would save her husband's political career.

In 1997, Hillary's spoken-word edition of her book *It Takes a Village* won a Grammy award

In 1998, a stoic Hillary appeared on NBC's *Today* show to present a united front amid fresh allegations that Bill had had yet another affair. This time it was with a White House intern called Monica Lewinsky, and what's more, he had denied it when under oath. In the interview, she insisted that the truth would come out. "Everybody says to me, 'How can you be so calm, or how can you look like you're not upset?' And I guess I've just been through it so many times," she explained. "Bill and I have been accused of everything, including murder [...] so from my perspective, this is part of a continuing political campaign against my husband."

This siege mentality stemmed from a number of scandals that dogged the Clinton era. The first came just months into their administration. In 1993, a young and charismatic Bill had become President of the United States, ending 12 years of Republican government. But even as the new administration moved into the White House, controversy struck.

A number of White House officials were abruptly told to pack up their things and leave. The reason? They were told that they were under criminal investigation by the FBI. However, there were allegations that the Clintons were simply making room for their own, preferred, staff.

Investigations cleared the President of any involvement but found that Hillary had made false statements about the incident, although there was insufficient evidence as to whether she made them knowingly. In her 2003 book *Living History*, she reflected on so-called 'Travelgate': "It was a disastrously inauspicious first date with the White House press. I'm not sure I've ever learned so much so fast about the consequences of saying or doing anything before knowing exactly what's going on."

At the time of the Travelgate controversy, Vince Foster, Deputy White House Counsel and close friend of the Clintons, was caught in the firestorm. Deeply disturbed by what had happened and

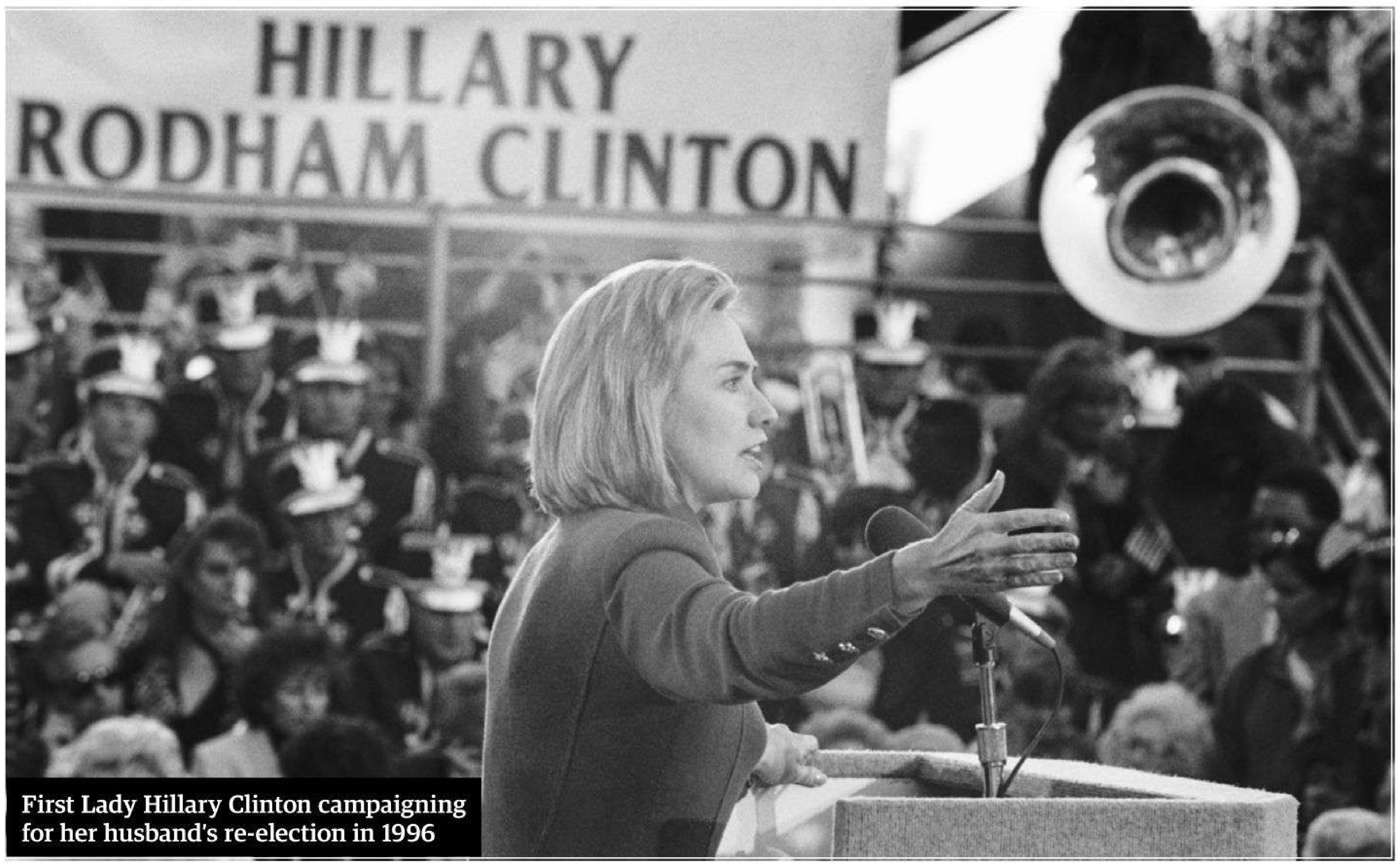
> “Do all the good you can, for all the people you can, in all the ways you can, as long as you can” **- Hillary Clinton**

First Lady Hillary Rodham Clinton appearing as spokesman for health care reform, testifying on Capitol Hill

grappling with depression, he committed suicide. A torn-up note in his briefcase read: “I was not meant for the job in the spotlight of public life in Washington. Here ruining people is considered sport.” Conspiracy theories claimed he had been murdered on the Clintons’ orders.

It was a testing first six months for the political power couple, as many in the media and general public began to suspect they had something to hide. It was only a matter of time before a fresh scandal was uncovered, this time from their past. Back in 1978, Hillary was working as an attorney and Bill was serving as Arkansas’ attorney general. The pair became business partners with another ambitious couple, the McDougals, who also financially supported Bill’s campaign to become Governor. By the end of the year Bill was successfully elected, aged just 32, and James McDougal entered the banking industry. However, the McDougals were convicted of fraud.

Fast forward 18 years, and the link to this criminal activity was about to catch up with the



First Lady Hillary Clinton campaigning for her husband’s re-election in 1996

The life of Hillary Clinton

26 Oct 1947 Hillary Diane Rodham is born in Chicago, Illinois, and raised in a United Methodist family.

1973 She graduates from Yale Law School with a Juris Doctor degree.

1975 Hillary moves to Arkansas and marries Bill Clinton. They had met at Yale.

1979 She becomes the first female partner at Little Rock’s Rose Law Firm.

1980 Hillary and Bill welcome their first child, a daughter called Chelsea.

Presidential candidate Bill Clinton speaks at fundraiser while wife Hillary stands loyally by his side

Clintons. In 1996, Hillary became the first First Lady to be ordered to testify before a grand jury. Neither Hillary nor Bill were found guilty, but the damage to their reputation had already been done.

As a lawyer, Hillary was more practised than most when it came to arguing her case. She had attended Yale in 1969 as one of 27 women among 235 law students. At the time the School emphasised law as a force for social change, like the civil rights lawyers who helped desegregate America. Hillary had become aware of the social revolution taking place ever since her church youth group had watched civil rights pioneer Martin Luther King Jr give a speech in 1962. As a 15-year-old from a conservative, white Chicago suburb, this experience had a profound influence on her, shaping her social and political outlook.

It was at Yale that she met William Jefferson Clinton, a bearded Southerner with big hair and an even bigger personality. He had joined during Hillary's second year, after studying at Oxford in England. Hillary said she first noticed him in the student lounge, "looking more like a Viking than a Rhodes scholar." He was talking to a group of people about how his home state grows the largest watermelons in the world. He intrigued her. Asking around about the watermelon guy, she was told, "That's Bill Clinton. He's from Arkansas; that's all he ever talks about."

Bill had noticed her too. "She had thick dark blonde hair," he later wrote, "and wore eyeglasses and no makeup. But she conveyed a sense of strength and self-possession I had rarely seen in anyone, man or woman." After class one day he caught up with Hillary on her way to registration and joined her, much to the bemusement of the registrar, who asked why Bill was there when he had already registered. The ploy exposed, the pair laughed and took a long walk together that turned into their first date.

He proposed shortly after graduation but she rejected him twice, worried that his political ambitions would mean sacrificing her own aspirations. When Hillary eventually said yes, she decided to keep her own surname. They were married in 1975 in the living room of their new home in Arkansas and welcomed their first and only child, Chelsea, five years later.

However, when Bill lost re-election as Governor in 1980 and tried to reclaim his seat, any reservations Hillary had about losing her identity were cast aside. To appease the traditionalist voters who were offended by the fact she didn't take her husband's name, she became Mrs Bill Clinton. She also changed superficially - swapping her specs for contact lenses, taming her unkempt hair into a blonde bob and updating her wardrobe. Bill won back his job and eventually became the 42nd President of the United States in 1993. But as it would transpire, Hillary's commitment to him was not reciprocated.

In 1994, former Arkansas state employee Paula Jones filed a lawsuit against Bill for sexual harassment. Despite being found not guilty years later, this would be the case that would lead to

Five things you didn't know about Hillary

Making headlines from an early age

After graduating from Wellesley College in 1969, Hillary appeared in *Life* magazine as being the first ever student to give a commencement speech in the college.

Investigating a President

As a young lawyer in 1974, she helped to investigate President Richard Nixon and the Watergate scandal.

Supporting the family

While in Arkansas, Hillary was the main breadwinner in the family. She worked as a trial lawyer to support Bill's political ambitions.

Life on the campaign trail

On becoming Senator for New York, she remarked that it took "62 countries, 16 months, three debates, two opponents and six black pantsuits."

Roosevelt has her vote

Eleanor Roosevelt, that is. The longest-serving First Lady was Hillary's political heroine, having achieved much in the way of education and helping women during her tenure.

1983
As First Lady of Arkansas, Hillary leads a task force to reform the state's public schools.

1993
The couple achieve their ambition as Bill is sworn in as the 42nd President of the United States.

2001
Hillary runs and wins a seat at Senate, serving as Senator for New York.

2009
After losing the Democratic Party's nomination, Hillary becomes Secretary of State.

2016
Hillary becomes the Democratic Party's nominee for President – the first woman nominated by a major party.

The political power couple share a laugh together on Capitol Hill, Washington, DC, in 1993

Hillary and Bill Clinton are interviewed about his alleged affair on the TV show *60 Minutes* in 1992

Bill and Hillary relax during Bill's presidential campaign tour in 1992

"She was no longer a lawyer but Hillary found that she could still influence public policy"

the President's undoing. Under oath, he claimed to have never had 'sexual relations' with then-22-year-old White House intern Monica Lewinsky. Hillary was once again coiled, ready to spring to his defense. In her memoir, *Living History*, she said she was "convinced that he was being railroaded" and that he was only guilty of paying attention to the young woman.

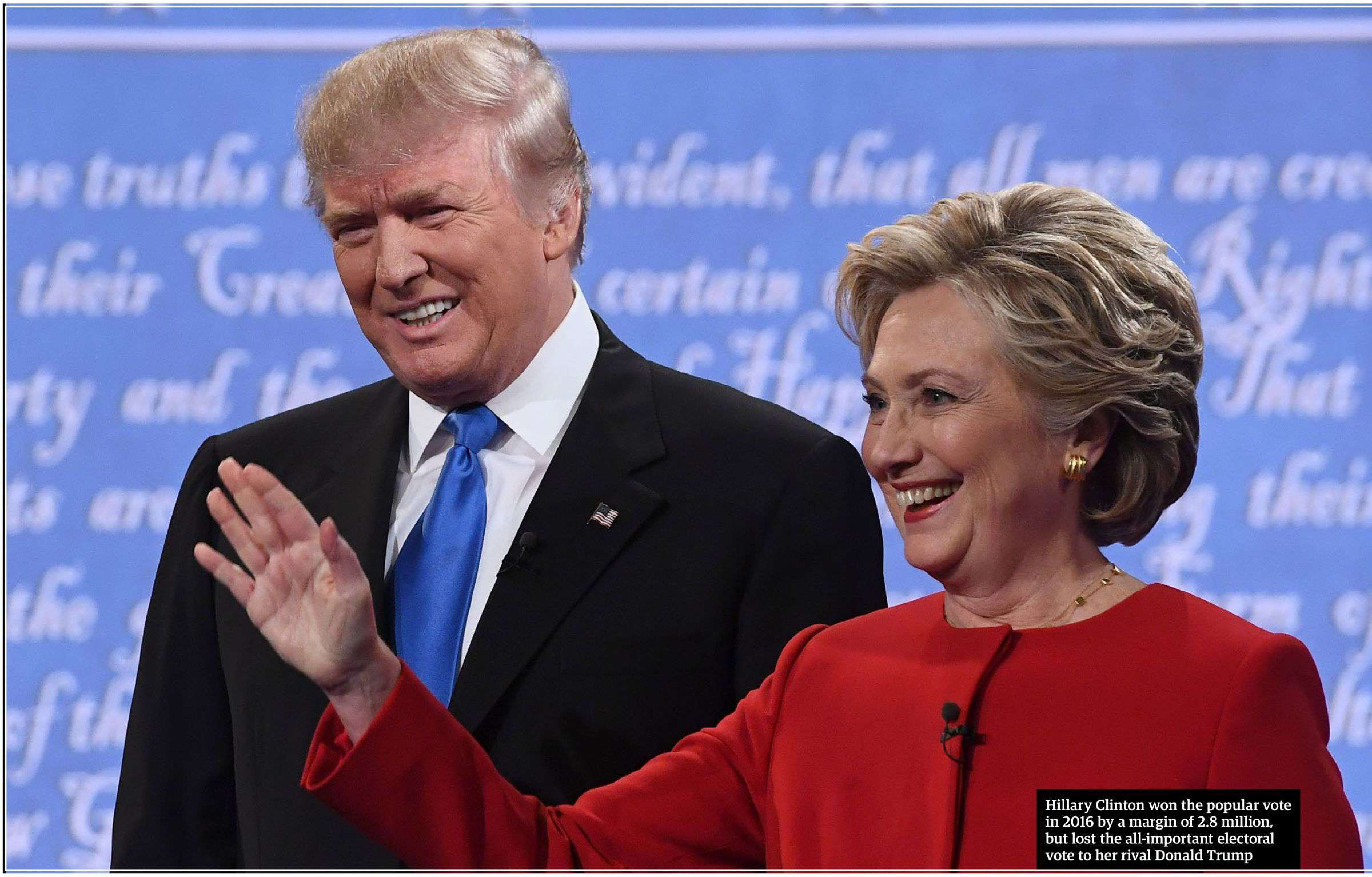
Hillary finally learned the truth – that her husband had in fact had "sexual relations with that woman" – two days before he told the rest of the nation in 1998. "I could hardly breathe," she recalled. As Bill apologised over and over, her shock turned to fury. "I didn't know whether our marriage could – or should – survive such a stinging betrayal." She described the decision to stay married as one of the most difficult she has ever made in her life, and critics speculated whether it was out of love for him or for the power of his position.

Back during his presidential campaign Bill used to quip "you get two for the price of one," and Hillary was intent on taking an active role. Former aide David Gergen said that Bill "needed the emotional approval of his wife on a daily basis… When they were in balance, they complemented each other well… He was the dreamer, she the realist. She was the strategist, he the tactician… She helped him gain office, he helped her gain power."

The feminist First Lady took an office in the West Wing and set to work on a proposal to reform the nation's health care system. It failed to win the support of Congress, but Hillary had later success with creating the Children's Health Insurance Program and the Adoption and Safe Families Act. She was no longer a lawyer but she found that she could still influence public policy.

Hillary learned from a young age that "if you believed in something, you had better be prepared to defend it". Her father, Hugh Rodham, was a highly opinionated character – an old-school disciplinarian who was known to start heated debates at the dinner table. One of his redeeming features was that he didn't see gender as a barrier to success, and encouraged Hillary and her two younger brothers to make the most of their education. Her mother, Dorothy, taught her not to worry about what everyone else was wearing and what they thought. "You're unique," she would say. Determined and ambitious, teenaged Hillary reached for the stars, writing to NASA to ask how she could become an astronaut only to be told that women were not being accepted into the space program. It was one of the first times she says she was reminded of her gender, which, as she writes in her most recent memoir, *What Happened*, plays a complicated role in her life and career.

As unofficial 'deputy President', she defined the role of modern political spouse and went on



Hillary Clinton won the popular vote in 2016 by a margin of 2.8 million, but lost the all-important electoral vote to her rival Donald Trump

Hillary's role as First Lady wouldn't define her political career

to do things no other First Lady had ever done before. In 2001, as Bill's second term as President ended, she ran and won a seat as Senator for New York. In 2008 she launched a bid to become the Democrat candidate for the presidency, but she instead returned to the White House in 2009 as Secretary of State when Barack Obama made history, becoming the United States' first African-American President. "Our party and our country are better off because of her," Obama said at the time, "and I am a better candidate for having had the honour to compete with Hillary Rodham Clinton."

However, in 2016 she staged a political comeback and this time succeeded in becoming the first woman to secure the presidential candidacy from a major American political party. "Everyday Americans need a champion and I want to be that champion," she said in a campaign video. In this campaign the roles were majorly reversed between the Clinton couple, but Bill seemed happy to embrace the new status quo. Supporting her in person on rallies across the nation, he brought back some of that 'watermelon guy' charm to complement her 'realist strategy'.

Hillary
for President

Although her landmark presidential campaign was unsuccessful, she received the backing of 20 states and millions of voters. The country's reaction in the aftermath of 2016 showed how polarised the political landscape had become, and the public's opinion of Hillary had proved equally divided. To her fiercest critics she embodied a greedy elitist system, tainted with corruption and scandals, while to her supporters she was a strong female leader, with significant political experience, an ethical grounding and a strong drive to make progressive changes. But in either case, the role of First Lady has certainly not come to define Hillary Clinton as it has so many of her predecessors, and her career has shown how the role of women in politics has and must continue to change.

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STRO
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t's
TIME

Hillary made history in 2016 when she became the first female presidential nominee for a major party

ONGER
ETHER
STRONGER
TOGETHER
hillaryclinton.com

Reassuring America's children after 9/11

On the morning of 11 September 2001, Laura Bush was preparing to speak to the Senate Education Committee but, in the car on the way to the Capitol, everything changed. The day after the devastating attacks, the First Lady wrote letters to the children of America. To the youngest, "When sad or frightening things happen, all of us have an opportunity to become better people by thinking about others. We can show them we care about them by saying so and by doing nice things for them. Helping others will make you feel better, too." To the older children she wrote, "But with each story of sorrow and pain comes one of hope and courage. As we move forward, all of us have an opportunity to become better people and to learn valuable lessons about heroism, love and compassion."

LAURA BUSH

2001-2009

The school librarian who championed literacy, education and women's health

Words Laura Mears

As First Lady, second grade teacher and school librarian, Laura Bush, was the antithesis of her husband, 43rd President, George W Bush. Whilst he waged War on Terror, she taught America's children to read. She set up the National Book Festival, became a UNESCO ambassador, and organised a Conference on Global Literacy. She worked with The Heart Truth to raise awareness of heart disease in women, and with the Komen Foundation to gain support for breast cancer research. But, despite a career of public good works, Laura's autobiography describes a lonely and difficult life.

> Laura became the first First Lady to record a full presidential address in 2001

Born Laura Lane Welch in 1946, she grew up as an only child in Texas. She spent summer afternoons in the library, escaping into the pages of *The Little House on the Prairie* and *Little Women*. But a year before graduating high-school, a car accident changed Laura's life forever. At the age of 17, whilst driving to see a film on a November night, she drove through a stop sign. She collided with an oncoming vehicle, killing the driver, school friend Mike Douglas. Laura came away from the accident with only minor injuries and without a criminal record, but the tragedy left a permanent mark. In her autobiography, *Spoken from the Heart*, she talks of a guilt that consumed her and her Christian faith for several years.

Following the tragedy, Laura continued her studies at Southern Methodist University. Inspired by her second grade teacher and her childhood love of reading, she chose to focus on education and went on to become a teacher herself. After four years working in elementary schools, she returned to her studies once more, completing a graduate degree in Library Science and starting a new chapter as a school librarian. It would be three more years before she met George.

In the summer of 1977, friends introduced the couple and they hit it off immediately. The romance was a whirlwind, and the pair married before the year ended. Four years later, Laura gave birth to twins, Barbara and Jenna, completing the Bush family.

Adamant that she had no interest in politics, Laura initially resisted George's attempts to draw her into his campaigning. When she became First Lady of Texas, she avoided hosting formal events. Instead, she used her platform to champion the causes closest to her heart: reading, education and children. Laura lobbied for education funding, raised money for libraries, and set up 'Rainbow Rooms' to provide safety for children in crisis. When she became FLOTUS, her work in Texas became a template for national campaigns.

Laura's choice of causes won the admiration of Americans across the political divide, and her approach to her platform changed. In 2001, as George prepared to send the US military into Afghanistan, Laura lent her support in a groundbreaking radio speech to the American public. She told them, "Afghan women know through hard experience what the rest of the world is discovering: The brutal oppression of women is a central goal of the terrorists…. Because of our recent military gains, in much of Afghanistan women are no longer imprisoned in their homes. They can listen to music and teach their daughters without fear of punishment."

During her time as First Lady, Laura visited 75 countries, championing health and education for women and children. With her freedom restored since George's presidency came to an end in 2009, she has continued her work. She has written children's fiction with her daughter, Jenna, published a non-fiction book about women in Afghanistan, and continues to pour her energy into clinics in Africa for AIDS and female cancers.

© Getty Images

MICHELLE OBAMA

2009-2017

How a girl from the South Side became the most powerful woman in the US

Words Frances White

The first African-American First Lady, Michelle Obama, is an Ivy League graduate who embraced her South Side roots to exceed expectations and catapult herself to success. A dedicated mother, Michelle is a trailblazer, and when serving as First Lady she championed health, women and military families. Today she is a hugely popular figure, with frequent public appearances and a bestselling memoir, and remains an inspiration to thousands across not only the country, but worldwide.

Michelle and Barack spent their first date at the cinema watching *Do The Right Thing*

Michelle was born into the Robinson family. Her father, Fraser, worked as a pump operator for the Chicago Water Department, and her mother, Marian, as a housewife, looking after Michelle and her older brother, Craig. They lived in a small, brick bungalow in the South Shore community area of Chicago. They were a close, tight-knit, 'traditional' family, who gathered together for sit-down meals, reading and playing games together. They were not wealthy, and Michelle and Craig both slept in the living room, with a sheet to divide the space.

Something that had a profound effect on Michelle's childhood was her father's condition – he was diagnosed with multiple sclerosis from a very young age. Despite this, he was incredibly driven, and rarely missed a day of work. This inspired Michelle to make her father proud by being a good student and staying out of trouble. Both Michelle and Craig were gifted students, skipping the second grade due to their advanced skills taught at home.

Michelle's drive to succeed saw her join her school's gifted programme, and then be accepted into Whitney M Young Magnet High School, the city's first for gifted children. Despite the long journey she had to take every day to attend – a three-hour round trip – she continued to shine, serving as student government treasurer, being on the honour role, taking advanced classes, and graduating as the salutatorian of her class.

Despite warnings from high-school teachers that she was 'setting her sights too high', Michelle went on to attend Princeton University to study sociology and African-American studies. She graduated cum laude in 1985. The experience was not an easy one for Michelle though; neither of her parents had attended college, and she'd never even set foot on a campus before. This was the first time she ever felt different because of her race and low-income background. However, she used her time at university to try to improve the lives of other students, joining the Third World Center, a group that supported

Barack and Michelle's first kiss was outside a shopping mall in Chicago; there is now a plaque marking the place

First Lady facts

An unlikely friendship
George W Bush and Michelle are often seated together, and have developed a close friendship. He sometimes slips her sweets during formal events!

Nicknames
Michelle's nickname is 'Miche' (Meesh) but Barack has a special one only he uses: 'My Rock'.

An appetite for success
Michelle was a talented sportswoman in her youth, but had to quit because she had such a loathing for losing.

No smoking
When Barack decided to stand for President, Michelle made him promise to stop smoking.

Humble origins
Michelle's great great grandfather, Jim Robinson, was a slave in South Carolina before the Civil War.

"Michelle was assigned to mentor an ambitious young summer associate called Barack Obama"

minority students, where she helped run their day-care centre.

Michelle continued to pursue education, going on to study law at Harvard. By this time, her confidence and pride around her upbringing had swelled. She proclaimed that she didn't have to choose between her aspirations and background, and that she could be "both brilliant and black." While attending Harvard, she took part in demonstrations calling for the enrolment of more minority students and professors. She was awarded her JD (Juris Doctor) degree in 1988.

After her graduation, Michelle joined the Chicago branch of the law firm Sidley Austin, where she worked as an associate in marketing and intellectual property. While there, she was assigned to mentor an ambitious young summer associate called Barack Obama. Initially Michelle was not keen to date Barack due to their work relationship. However, he proved difficult to resist. Despite the two being very different, opposites attracted and they quickly fell in love. They were married on 3 October 1992.

This huge turning point in Michelle's life came after a massive loss. Her father's death in 1991 served as a motivator for Michelle every day since, prompting her to consider her own contributions towards society and how much she could influence the world while working at the law firm.

The Obamas lived on Chicago's South Side while Barack taught at the University of Chicago Law School, and then was elected to the Illinois Senate in 1996, and the US Senate in 2004. During this time, their two daughters, Malia Ann (1998) and Natasha 'Sasha' (2001), were born. To provide stability for their children, they chose to keep their Chicago home rather than move to Washington DC. Although the two worked well as a team, it was not a perfect marriage. Both were tired and stressed, and had little time for romance. However, they tried to maintain 'date nights' while living in Chicago to keep their bond strong.

Michelle persuaded the National Park Service to let her plant fruit and vegetable gardens in the White House lawns

STAND FOR CHANGE
Obama'08
CHANGE WE CAN BELIEVE IN
BarackObama.com

When her husband ran for President, Michelle made more money than he did as the main breadwinner

Michelle took her daughter, four-year-old Sasha, with her to her interview at the University of Chicago Medical Center, as she couldn't find a babysitter

> "Michelle appeared on the *Oprah Winfrey Show*, wrote her own speeches, and spoke without notes"

Despite being married to a very ambitious and successful husband, there was no way Michelle was going to be putting her own aspirations on the backburner. After working in the law firm for a few years, Michelle decided to dedicate her time to improving communities. She worked as assistant commissioner of planning and development in Chicago City Hall. She then went on to become founding executive director of Public Allies, a non-profit organisation dedicated to preparing youth for work in public service. Three years later, in 1996, she joined the University of Chicago as associate dean of student services. While in this role, she developed the school's first community service programme. By 2002, Michelle was working for the University of Chicago Hospitals, and thanks to her leadership, volunteerism skyrocketed. She also served as a board member for the Chicago Council on Global Affairs. Michelle was, in short, unstoppable.

On the campaign trail, Michelle was aware of her husband's aspirations for a political career, but she was somewhat wary of it, due to her private nature. Despite this, she put her misgivings aside and helped during his early campaign in 2000 for the United States House of Representatives. Michelle, in reality, loathed the entire process, commenting that the only thing she enjoyed was obtaining some decorating ideas from seeing so many living rooms. She had similar reservations for Barack's presidential campaign, but decided to support her husband. She selflessly scaled back her own work responsibilities to attend to campaign obligations, and in February 2008 went to 33 events in eight days. She also appeared on the *Oprah Winfrey Show*, wrote her own stump speeches, and spoke without notes. Michelle received the public scrutiny she had feared, being labelled an 'angry black woman'. But, as in her past, she quickly developed a thick skin, and gained popularity and public support, despite dividing some viewers who saw her as too hard or sarcastic.

By the time her husband was campaigning for re-election in 2012, Michelle was a celebrity and seasoned pro. She directly campaigned on his behalf, travelling the country and making public appearances. In fact, her popularity had, for some people, exceeded that of her husband's, with her approval ratings never dropping below 60 per cent. Her popularity was a huge boon to her husband's campaign, and in fact the worry was tarnishing her own popularity due to the campaign, rather than the other way around.

After her husband won the 2008 election, Michelle was determined to use her influence and power to enact social change and support issues close to her heart. Many of these issues surrounded the future of young people, supporting military families and leading healthier lives.

In 2010, Michelle launched the Let's Move! initiative in order to tackle childhood obesity, a

Michelle's proactive approach and infectious enthusiasm helped boost her campaigns

"Let's Move! was intended to empower parents to make healthier choices for their children"

rising epidemic in the United States. The goal was a radical one: to solve the problem of childhood obesity within a generation. The movement brought together different community leaders, medical professionals, teachers and others to address the challenges head-on. This manifested in a number of ways, from providing healthier school meals and encouraging kids to be more physically active, to putting pressure on companies to market healthier foods to the youth. It was also intended to empower parents to make healthier choices for their children.

Another cause Michelle put her support behind was Joining Forces. Also formed by Dr Jill Biden, this initiative called upon all Americans to support service members, veterans and their families, and to give them better education and employment opportunities, and a sense of wellness. Working with both the public and private sectors, this cause was dedicated to making sure that service members and their families would be given the skills and tools they needed to succeed in all areas of their lives.

2014 saw the launch of the Reach Higher initiative. This focused on the aspirations of the youth, encouraging young people across the country to complete further education past high school. This could be in the form of college, university or even a professional training programme.

The Reach Higher initiative aimed to expose students to these opportunities in higher education, and especially make them aware of any financial aid available to them, as well as academic

> Michelle always regarded motherhood as her most important role, referring to herself as 'Mom-in-Chief'

Michelle joined the campaign to bring back school girls kidnapped in Nigeria in 2014
#BRING BACK
OUR GIRLS

The Obamas enjoy a moment of celebration while on the campaign trail in November 2007

Michelle met Queen Elizabeth II on 1 April 2009, where she broke protocol by embracing her

> "There are still many causes worth sacrificing for. There is so much history yet to be made"
> **– Michelle Obama**

planning and summer learning opportunities. It is clear to see why Michelle, someone who was the subject of doubts regarding her own ability to 'reach higher' when she was younger, was so supportive of this cause in particular.

In 2015, Michelle worked closely with her husband to launch Let Girls Learn. This government-wide initiative was created to help girls all around the world attend and remain in school. Michelle personally called upon countries to educate and empower their young women, and to highlight the difficulties faced. She also shared the stories of these girls with young people in the United States, hoping to inspire them to appreciate and commit to their own education and opportunities available.

Michelle made frequent appearances at public schools to press the importance of education and volunteer work, something that she backed up with action, volunteering at homeless shelters and soup kitchens alongside her husband. In general, Michelle was a very pro-active First Lady, and some looked favourably upon her involvement in legislative matters, while others insisted she should be less involved with politics. In fact, her involvement was so great that during her husband's second term it was speculated that she would be running for the presidency herself, something that was denied by both Michelle and Barack, with the First Lady saying: "politics can be a means for positive change, but this arena is just not for me."

From the moment her husband became President, Michelle became a part of popular

Michelle held the Bible for Barack as he took the oath of office for the first time on 20 January 2009

Michelle appeared on *The Ellen DeGeneres Show* to promote her Let's Move! campaign

culture. In 2006, she was listed among '25 of the World's Most Inspiring Women' by *Essence*, while also being voted one of the worlds '10 Best Dressed People' by *Vanity Fair*. Michelle quickly became accepted as a role model for many women – and especially African-American women – as someone with immense star power. Famous First Ladies who Michelle has been compared to include Jackie Kennedy for her sense of style, and Barbara Bush due to her sense of decorum and discipline.

By 2010, it was estimated that Michelle Obama modelling a company's clothing was worth an average of $14 million. She appeared on the cover of *Vogue* three times, and quickly became known as a fashion trendsetter around the globe. Unsurprisingly, however, Michelle was not overly keen on this attention towards her sense of fashion, saying that she would rather bring attention to her issues of concern.

Michelle's popularity continued far beyond the White House, and she is still sought after today for her guidance and words of wisdom, especially regarding the youth and women. She has called for technology companies to employ more women, and has also spoken out about the topic of sexual harassment. Michelle has given powerful speeches at multiple events around the US and wider world, including the Partnership For A Healthier America conference as well as the Philadelphia Conference for Women.

Michelle also wrote her memoir, *Becoming*, which was published on 13 November 2018. The book maps Michelle's roots, telling the story of "how a girl from the South Side found her voice." The book was an international success, selling more copies than any other book published in the United States that year, breaking the record in just 15 days. This proved, yet again, Michelle Obama's legendary status and undeniable draw.

"If you were going to list the 100 most popular things that I have done as President, being married to Michelle Obama is number one" – Barack Obama

Michelle was said to be moved to tears by the stories of military families, and established the Joining Forces initiative to support them

Oprah Winfrey endorsed the Obama campaign, and later supported the launch of Michelle's memoir

Becoming Michelle Obama

1964
Michelle Obama is born on 17 January as Michelle LaVaughn Robinson in Chicago, Illinois, to parents Fraser and Marian Robinson.

1988
After graduating cum laude from Princeton University in 1985, Michelle attends Harvard Law School, and graduates this year with her Juris Doctor degree.

1989
Michelle meets her future husband while working at a law firm where a young Barack Obama is a summer associate. Three years later, they are married.

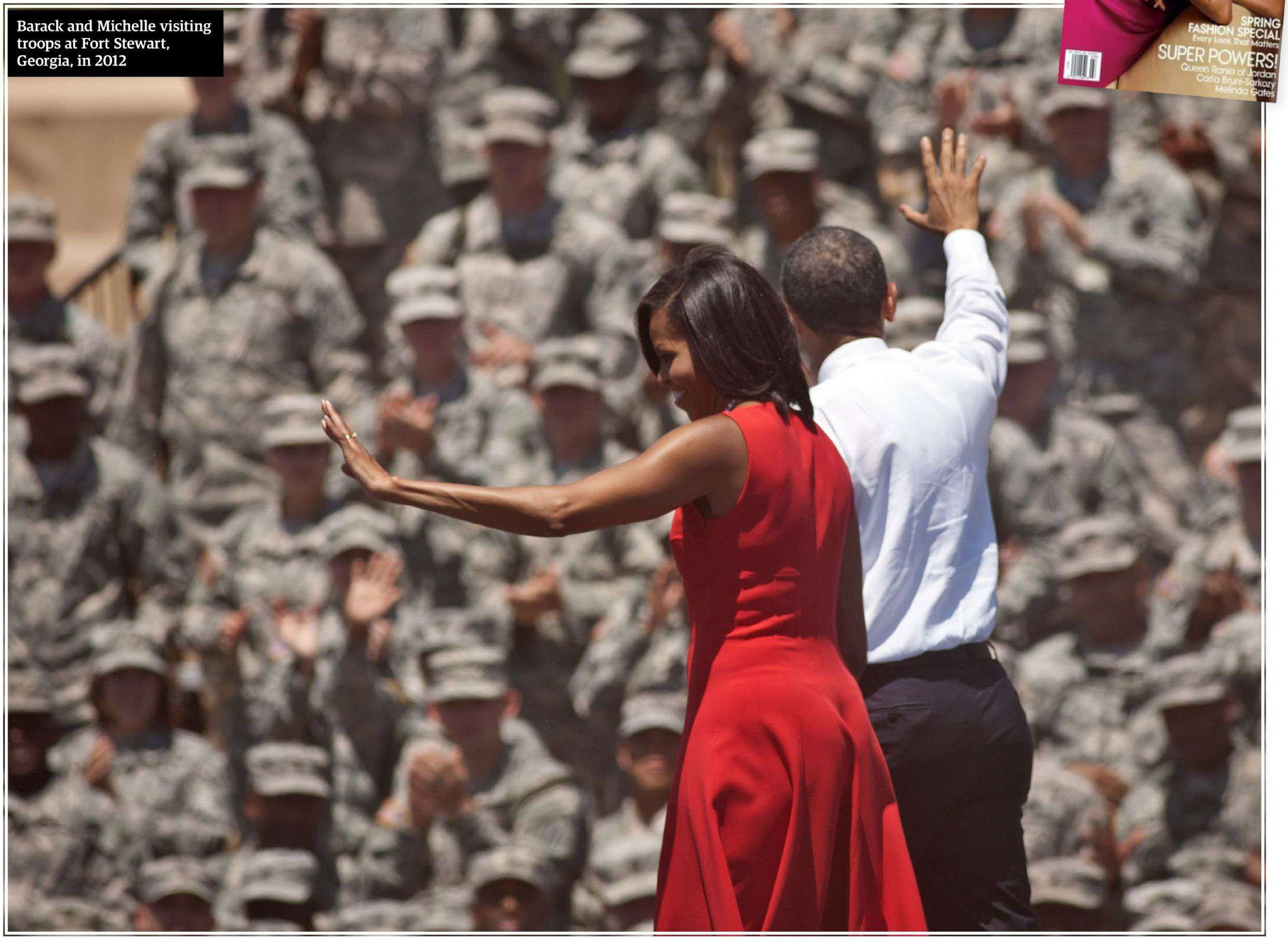
1998
Michelle and Barack have their first child, Malia Ann, on 4 July. The couple's second daughter, Natasha, will follow three years later on 10 June.

2008
Michelle accompanies Barack on the campaign trail for US presidency. She faces much criticism, but remains strong and steadfast, with Barack ultimately victorious.

“I couldn’t have done anything that I’ve done without Michelle… I count on her in so many ways every single day”
– Barack Obama

VOGUE
MICHELLE OBAMA
THE FIRST LADY THE WORLD FELL IN LOVE WITH
GET HAPPY!
FASHION'S JOYFUL MOOD
VOGUE
MICHELLE OBAMA
HOW THE FIRST LADY AND THE PRESIDENT ARE INSPIRING AMERICA
VOGUE
MICHELLE OBAMA
THE FIRST LADY THE WORLD'S BEEN WAITING FOR
SPRING FASHION SPECIAL
Every Look That Matters
SUPER POWERS!
Queen Rania of Jordan
Carla Bruni-Sarkozy
Melinda Gates

Michelle quickly became a style icon, and has graced many magazine covers



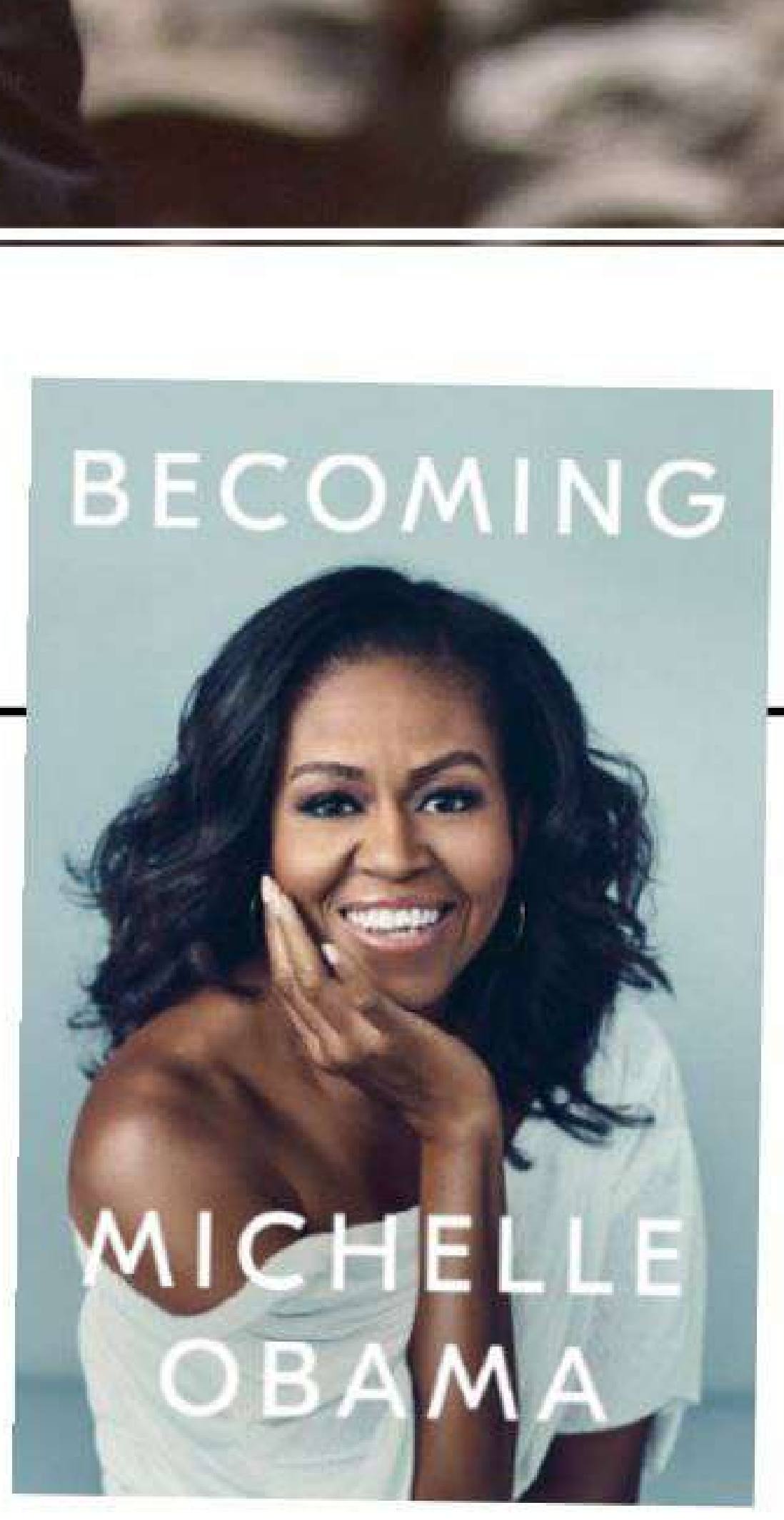
Barack and Michelle visiting troops at Fort Stewart, Georgia, in 2012

2010
Michelle launches her first initiative as First Lady: the Let’s Move! public health campaign. It is designed to help reduce childhood obesity across the nation within a generation.

2011
Michelle takes a trip to South Africa with her daughters, and meets with Nelson Mandela. While there, she focuses on health, education and youth leadership.

2016
During the 2016 presidential campaign, both Barack and Michelle endorse Hillary Clinton. Michelle campaigns on her behalf, and makes several high-profile speeches.

2018
In November, Michelle releases her autobiographical memoir, *Becoming*, to both critical and commercial acclaim in the US and beyond.


BECOMING
MICHELLE OBAMA

© Getty; WIKI

MELANIA TRUMP

2017 - Present

Just two years into the job, this glamorous fashionista is already creating controversy

Words Catherine Curzon

Slovenian-born Melanija Knavs went to the US in 1996 to pursue a career as a fashion model, but today she's better known for being the wife of one of the most controversial Presidents of all time.

Melania married Donald Trump in 2005, seven years after the couple met at a party, and their star-studded wedding was attended by a raft of A-listers including Trump's future adversary, Hillary Clinton, and her husband, former President Bill Clinton. Just over a decade later, Donald Trump announced his candidacy in the race for the White House, and for Melania, life would never be the same again.

> Melania is the first First Lady to be a naturalised US citizen

Unlike the spouses of previous candidates, Melania was a far-from-common sight on the campaign trail, and when she did make an appearance at the Republican National Convention, controversy wasn't far behind. Her speech bore striking similarities to one given by Michelle Obama, and Melania found herself battling against allegations of plagiarism. It was to be an early lesson in dealing with the press.

When Donald Trump won the presidential election after a prolonged and bitter battle, Melania assumed the role of First Lady at his side. Yet she was in no rush to leave her home at Trump Tower, and remained in Manhattan for the first six months of her husband's presidency, overseeing the schooling of the couple's son, Barron. She finally moved to the White House permanently in June 2017, when Barron completed his school year. Almost immediately upon her arrival in Washington, speculation began as to how well the couple were coping in the intense media spotlight, with Melania's every move and word scrutinised for indications that the First Family were far from happy in the White House.

Even when Melania was a resident in Washington, however, she maintained a relatively low profile. Given that she had previously worked as a model and promoted her own beauty lines on America's home-shopping networks, this led to fevered speculation as to the state of the Trumps' marriage and Melania's true thoughts on being First Lady. Some claimed that she had expected her husband to lose and, faced with victory instead, she was thrust into a role that she had never wanted in the first place.

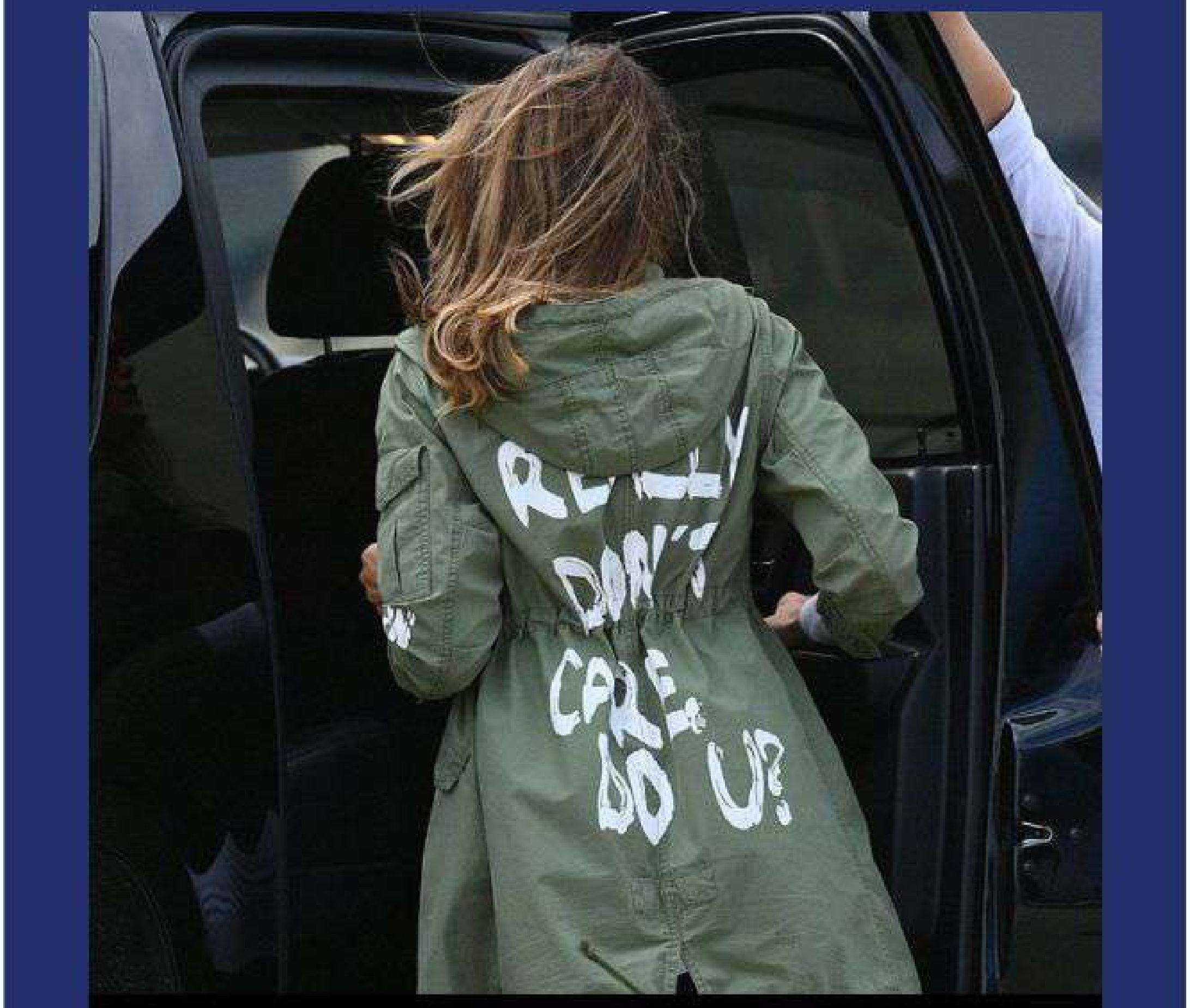
Yet whether she wanted it or not, Melania Trump was First Lady of the United States. She hosted her first official White House engagement in March 2017, and gave a lunch in recognition of International Women's Day. This time there were

Melania has thrown herself into her role as political hostess

I Really Don't Care

Though no stranger to controversy, Melania sashayed into a firestorm when she visited the New Hope Children's Shelter in Texas while wearing a jacket emblazoned with the slogan 'I Really Don't Care, Do U?'

Faced with an outcry over her choice of clothing, Trump told the world that Melania had intended to send a message to the "fake news media." Although she initially denied there being any message, Melania later recanted that claim and admitted that she had worn the jacket to take aim at her critics, in an effort to keep them focused not on her fashion, but on her philanthropy.



I REALLY DON'T CARE, DO U?

Melania's jacket caused an outcry while visiting a shelter for migrant children

> "Melania was open about her dislike for her husband's roundly derided outbursts on Twitter"

no allegations of plagiarism as Melania spoke about her own experiences as an immigrant, as well as her focus on the importance of education in encouraging gender equality across the world.

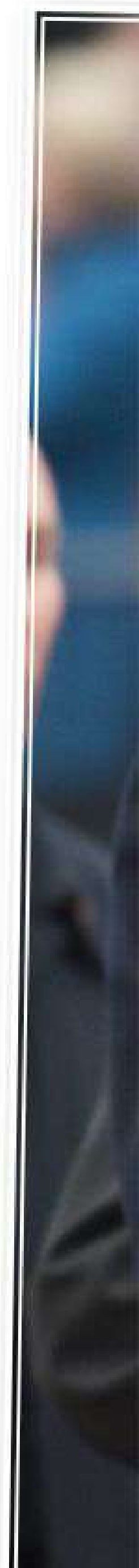
Unlike the First Ladies before her, however, it seemed to many that Melania had been tardy in establishing her philanthropic interests. She rarely spoke to the press, and appeared at times sullen or disinterested when pictured at her husband's side, leading to almost constant debate on whether the marriage would even survive Trump's first term. She even chose not to travel with her husband to the State of the Union address, which had been a long-established tradition for the President and First Lady. Instead, Melania joined friends in her own car, electing to spend the journey with them while Trump travelled alone.

Even though she said little, Melania still managed to stir up trouble thanks to her love of the jetset life, especially her apparent overuse of Air Force One. In a single three-month period her flights cost the US taxpayer nearly $700,000, a far cry from Michelle Obama's average annual travel costs of less than $400,000.

Splitting her time between Washington and the Trumps' Mar-a-Lago country club in Florida, Melania was not without her own special interests as First Lady. Although she was somewhat open about her dislike for her husband's roundly derided outbursts on Twitter, Melania attracted criticism when she met with senior representatives from companies including Twitter, Facebook and Amazon to discuss online harassment.

Her critics asked how she could possibly take issue with cyberbullying when some of her husband's own online behaviour was anything but exemplary, but Melania was far from contrite. Instead, she acknowledged the scepticism around her interest in the topic but confirmed that she would continue to pursue the matter of online harassment regardless of what was said about her husband's own behaviour.

> When Melania married Trump, she wore a $200,000 gown and was serenaded by Billy Joel!



Melania's solo tour of Africa in October 2018 was largely considered to be a great success

The First Lady's Be Best initiative aims to promote wellbeing, reinforce positive social media use, and tackle America's opioid epidemic

> "In Africa, Melania focused on conservation as well as the issues facing children and their families"

Regardless of the speculation surrounding her marriage, Melania fulfilled her duties as First Lady by planning and hosting her husband's first state dinner, which was to be in honour of French President Emmanuel Macron. Just as her predecessors had, Melania was charged with being the perfect hostess, and she accompanied the French First Lady during her visit, while the politicians discussed state matters. In May 2018, she launched her Be Best initiative, a campaign to help teach children the importance of social, emotional and physical wellbeing. She expanded her international interests with a solo tour of Ghana, Malawi, Kenya and Egypt in Autumn 2018, during which she focused on conservation as well as the issues facing children and their families.

For a First Lady who seemed reticent about involving herself too much in public life, Melania shocked the nation in November 2018 when she issued a public statement calling for deputy national security advisor Mira Ricardel to be fired. Such a blatant attempt by a First Lady to influence the staffing of the White House was unheard of. When it was announced that Ricardel would be assigned to new duties, many people took it as evidence that Melania Trump wielded more power over her husband's administration than anyone might have guessed.

When Trump's immigration policy hit the headlines with reports of children being taken from their parents, Melania made a thinly veiled criticism of the policy when she stated she couldn't abide to see children and their parents separated. She took the opportunity to call for immigration reform while stopping short of explicitly making reference to the Trump administration's controversial Zero Tolerance initiative.

Melania Trump is now halfway through her term as First Lady. Standing as she does at the side of one of the most controversial Presidents the United States has ever known, it remains to be seen what the future might hold.

Two years into her role, Melania is a divisive figure

The Trumps put on a united front at the inauguration ball in January 2017

© Getty; WIKI

LASTING LEGACIES

Being a First Lady isn't just about parties. Many FLOTUS have championed causes of their own to change the country for the better

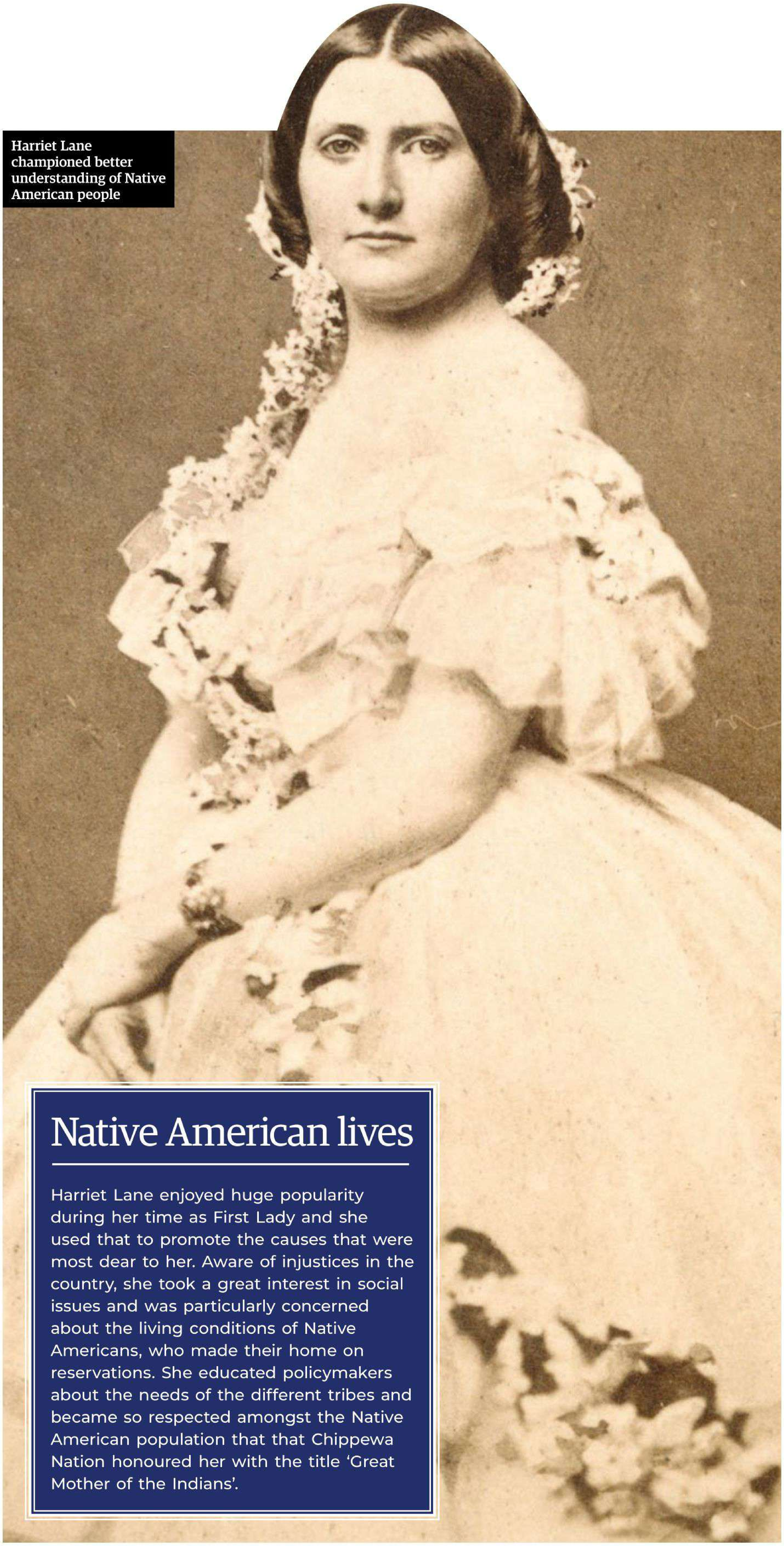
Let's Move!

Michelle Obama's Let's Move! Campaign was launched with the intention of improving young people's health and battling childhood obesity. Let's Move! focused on making healthy living part of the normal routine of childhood with the emphasis not only on children, but parents and schools too.

Michelle envisioned a programme that began at birth in which parents, caregivers, teachers and officials were all working towards a single aim, to give children the healthiest possible start in life. This included education at every level for both children and adults, as well as a concerted effort to make nutritious meals available in schools and to improve access to healthy and affordable food at home too, reducing the reliance on junk and fast food.

Through the Chefs Move to Schools initiative, professional chefs spent time in schools educating students on how to eat healthily without compromising on taste. Combining a fun approach to food and exercise with an emphasis on inclusion, the Let's Move! campaign continues today, working towards achieving its aim to decrease childhood obesity to just five per cent by 2030.

Michelle Obama's Let's Move! campaign took aim at childhood obesity



Harriet Lane championed better understanding of Native American people

Native American lives

Harriet Lane enjoyed huge popularity during her time as First Lady and she used that to promote the causes that were most dear to her. Aware of injustices in the country, she took a great interest in social issues and was particularly concerned about the living conditions of Native Americans, who made their home on reservations. She educated policymakers about the needs of the different tribes and became so respected amongst the Native American population that that Chippewa Nation honoured her with the title 'Great Mother of the Indians'.

Foundation for Family Literacy

Barbara Bush's interest in literacy began when her husband was Vice President. Once she had the keys to the White House, she was able to develop that interest into a legacy that would benefit countless people across America.

Barbara believed that childhood literacy was the key to future success and that it could be a factor that united families, laying the foundations for a happy childhood. She carried out personal research into the issues and even wrote her own children's book, the proceeds of which all went to charity.

Established in 1989, The Barbara Bush Foundation for Family Literacy aimed to eliminate illiteracy in America by offering a supportive framework for parents and children to learn together. With a focus on young and low-income parents, the Foundation provided support for those who wished to complete their high school education at the same time as nurturing a love of reading in their children.

Barbara chaired the foundation until 2012. After her retirement, she remained a key figure in the foundation and today, even after her passing, it continues to flourish.

Barbara Bush believed that learning together made for a happy family

TM Just
say no

Just Say No

Few campaigns entered the vernacular quite as effectively as Nancy Reagan's famous Just Say No movement against drugs. The name was coined when a schoolgirl asked Nancy what to say if someone offered her drugs and she replied, "just say no". The campaign raised awareness of the spread of drug abuse across America, although it attracted critics for its apparently simplistic approach to the complex issue, often appearing to equate drug use with a lack of morality and a weak character.

As a catchphrase, Nancy's "just say no" swept the US

Foundation For America's Libraries

As a trained teacher, Laura Bush came to the White House with a passion for education. That passion eventually grew into the inspiration for the Laura Bush Foundation for America's Libraries, which she championed both during and after her husband's time in office. "Once a child learns to use a library" Laura said, "the doors to learning are always open."

The Foundation awards grants of more than $1 million to schools to allow them to maintain and expand their libraries, and has helped to restock libraries that were devastated by natural disasters.

THE LAURA BUSH FOUNDATION
FOR AMERICA'S LIBRARIES
www.LauraBushFoundation.org

As a former teacher, Laura Bush remains devoted to education

Lou Hoover (centre) was a true Girl Scout of America

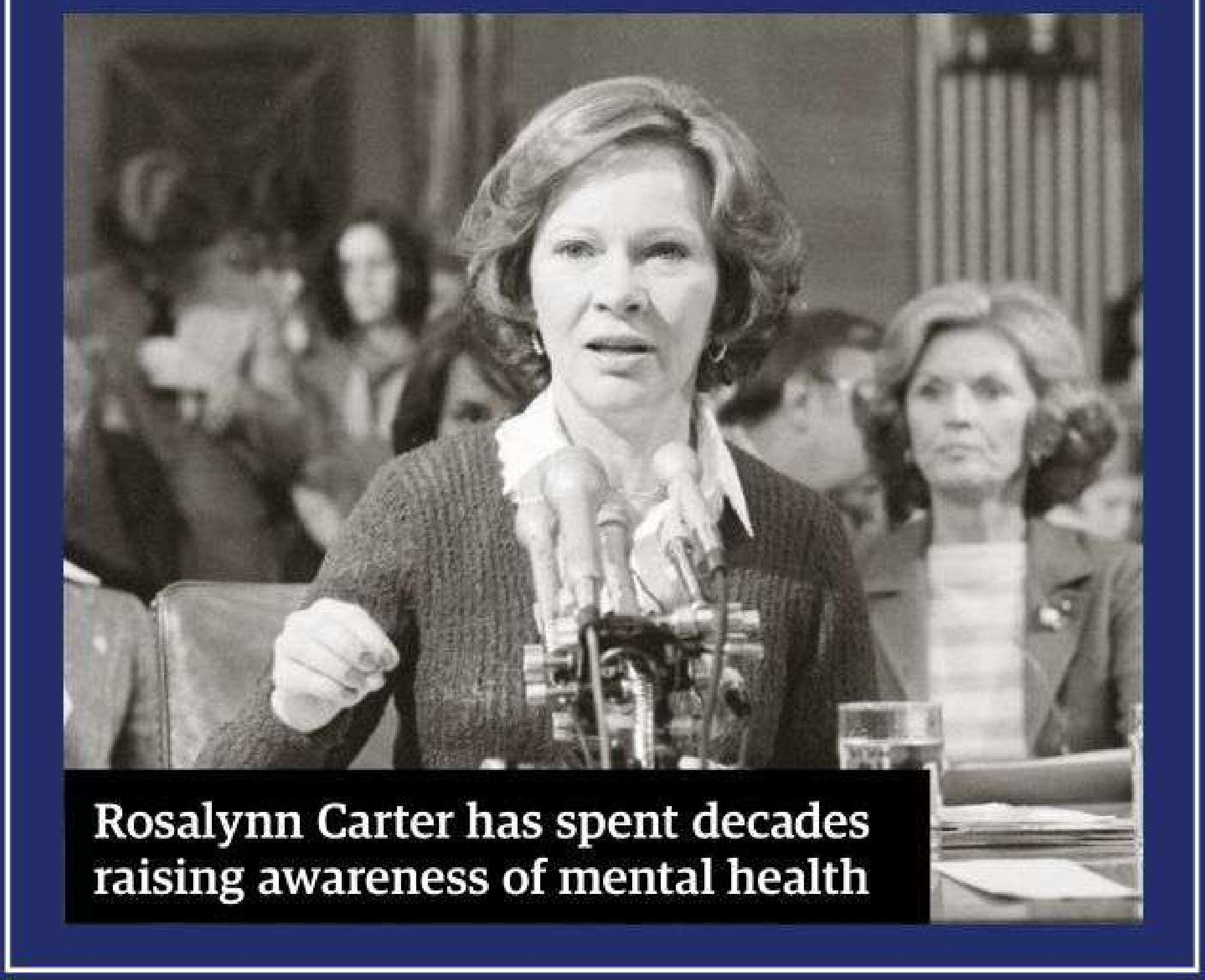
The Girl Scouts

Lou Hoover may have been an expert in Chinese and Latin and a groundbreaking broadcaster, but it was the Girl Scouts who were one of her most enduring passions. In 1917 the founder of the Girl Scouts of the United States of America, Juliette Low, approached Lou Hoover and invited her to join the board of the organisation and she was delighted to accept.

In fact, Lou didn't only join the board, but rose through the ranks to serve as president of the GSA – not once, but twice. Over her years both in and out of the White House she threw herself with enthusiasm into being a part of the Girl Scouts of the USA, serving both in the boardroom and on the ground as a troop leader. Lou spearheaded attempts to modernise the organisation by introducing a comprehensive programme of leadership training for scout leaders. She also developed the so-called Little Houses, cabins where scouts could safely camp out and enjoy the wilderness. Throughout the years of her involvement, membership grew from 15,000 to a whopping 840,000 members!

Mental health

As chair of the President's Commission on Mental Health, Rosalynn Carter aimed to break down the stigma around mental health and improve access to care for those who needed it. She testified before the Senate on behalf of the Mental Health System Bill and in 1982, she and her husband founded The Carter Center, a non-profit organisation dedicated to promoting and advocating on a number of causes dear to the couple. Chief among those causes were improvements to mental health facilities across the US.



Rosalynn Carter has spent decades raising awareness of mental health

Child labor laws

Ellen Wilson was devoted to improving social conditions in the country

Though her time in the White House was brief indeed, Woodrow Wilson's first wife, Ellen, hit the ground running as soon as her husband became President. She was deeply interested in issues of social welfare and pushed for improvements to the living conditions of the poor as well as much stronger laws against child labour. Ellen died after less than 18 months after she became First Lady, but in the awareness she had raised her influence continued to be felt.

Jackie Kennedy made the preservation of the White House's heritage her personal crusade

Clarke School for the Deaf

Before Grace Coolidge became First Lady during the presidency of her husband Calvin Coolidge in 1923, she had enjoyed a career as a teacher of sign language. Grace had initially developed an interest in the subject when family friend Caroline Yale – who was the principal of the Clarke School for the Deaf in Massachusetts – introduced her to some youngsters with hearing impairments. After that fateful meeting, Grace was determined to make her way as a teacher. She trained under Yale at the Clarke School and her passion for the education of the deaf never left her.

During her time as First Lady, Grace invited deaf children and disabled groups to visit the White House and personally welcomed them as her honoured guests. When her husband's administration was coming to an end and his supporters asked how they might best honour his legacy, Coolidge's answer was simple. He asked them to make a donation to the Clarke School for the Deaf. In total those donations reached $2 million and even when she was no longer at the White House, Grace continued to support and campaign for the rights those living with hearing impairments.

Before she became First Lady, Grace Coolidge taught deaf children how to lipread

Hillary Clinton spearheaded improvements to the US adoption system

Adoption and Safe Families Act

By the time she arrived in the White House in 1993, Hillary Clinton had already built a formidable reputation as an outstanding lawyer. Among the many issues she chose to focus on during her time as First Lady, few were as precious to her as those involving children's rights and she hosted many conferences on to discuss a broad range of related issues.

Hillary considered that her greatest legacy as First Lady was the Adoption and Safe Families Act, which she first introduced in 1997. The act was introduced to address problems within the foster care system and address the belief inherent in some states that children should be kept with their biological parents no matter what.

The act changed the America adoption system fundamentally and placed the welfare of the child at the very heart of the debate. Hillary shepherded the new scheme until it was passed into law and when the Republicans and Democrats were at loggerheads on the matter of funding and parental rights, it was she who helped calm the waters.

Women of war and fighting for rights

When the Second World War broke out, Eleanor Roosevelt told a friend that it instilled in her a sense of responsibility that she could never fulfil. Nevertheless, she was determined to do what she could.

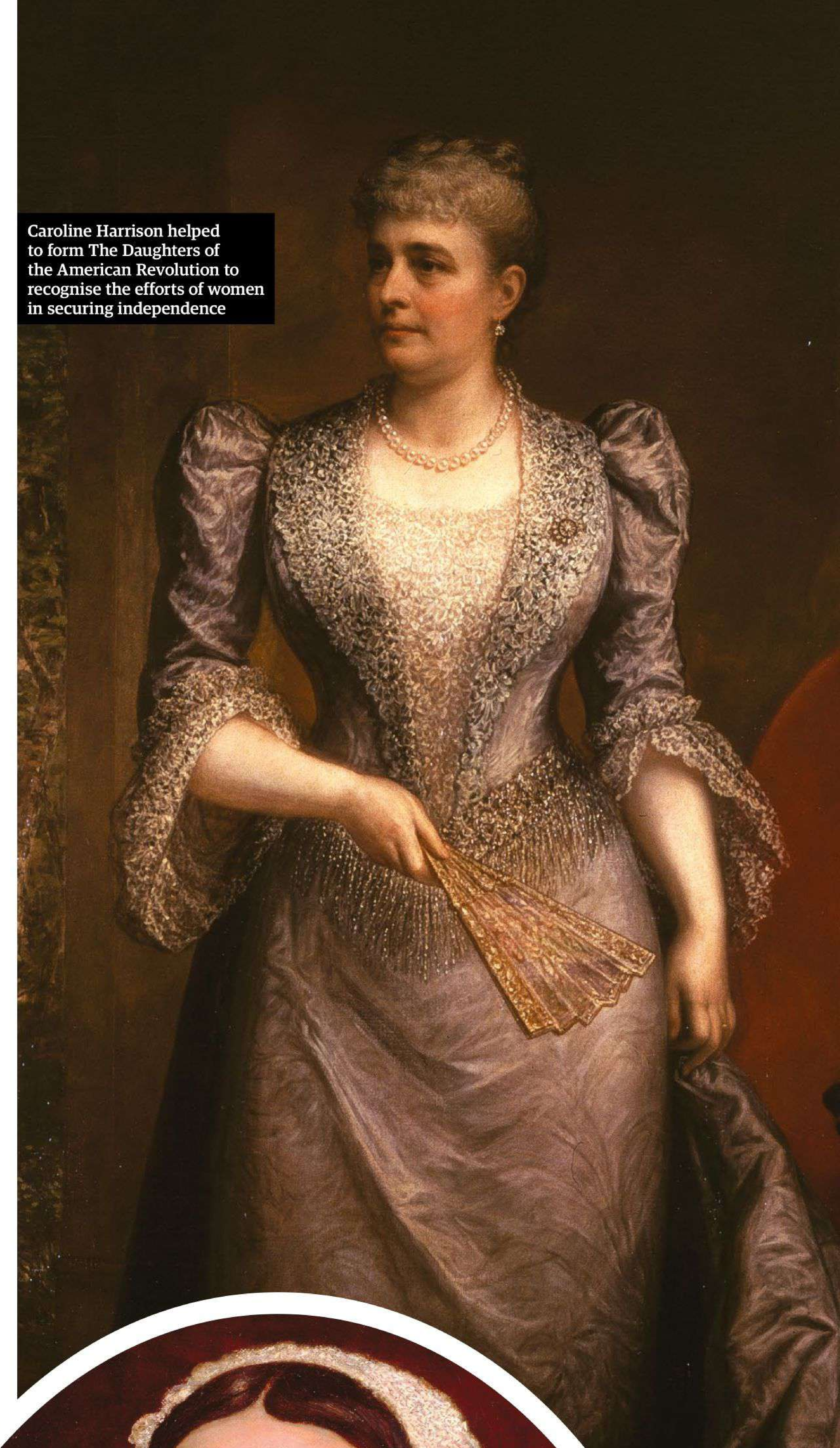
Before the United States entered the war, Eleanor was sure that the most important thing the country could do was ease restrictions on those who wished to flee Hitler's Germany. Unfortunately she encountered resistance in her efforts to change America's tough immigration laws and was unable to bring about any wider changes, though she did personally help in a number of individual cases.

Although her efforts to increase immigration were frustrated, Eleanor was able to do much more on the home front. She toured the country lobbying for women to go into work and encouraging workplaces to establish childcare facilities so that mothers could play their part. She also convinced her husband to establish the Fair Employment Practices Commission, which outlawed racial discrimination in industries that were awarded federal contracts. Though Eleanor was briefly deputy director of the Office of Civilian Defense, criticism caused her to resign, but it did nothing to stop her campaigning zeal.

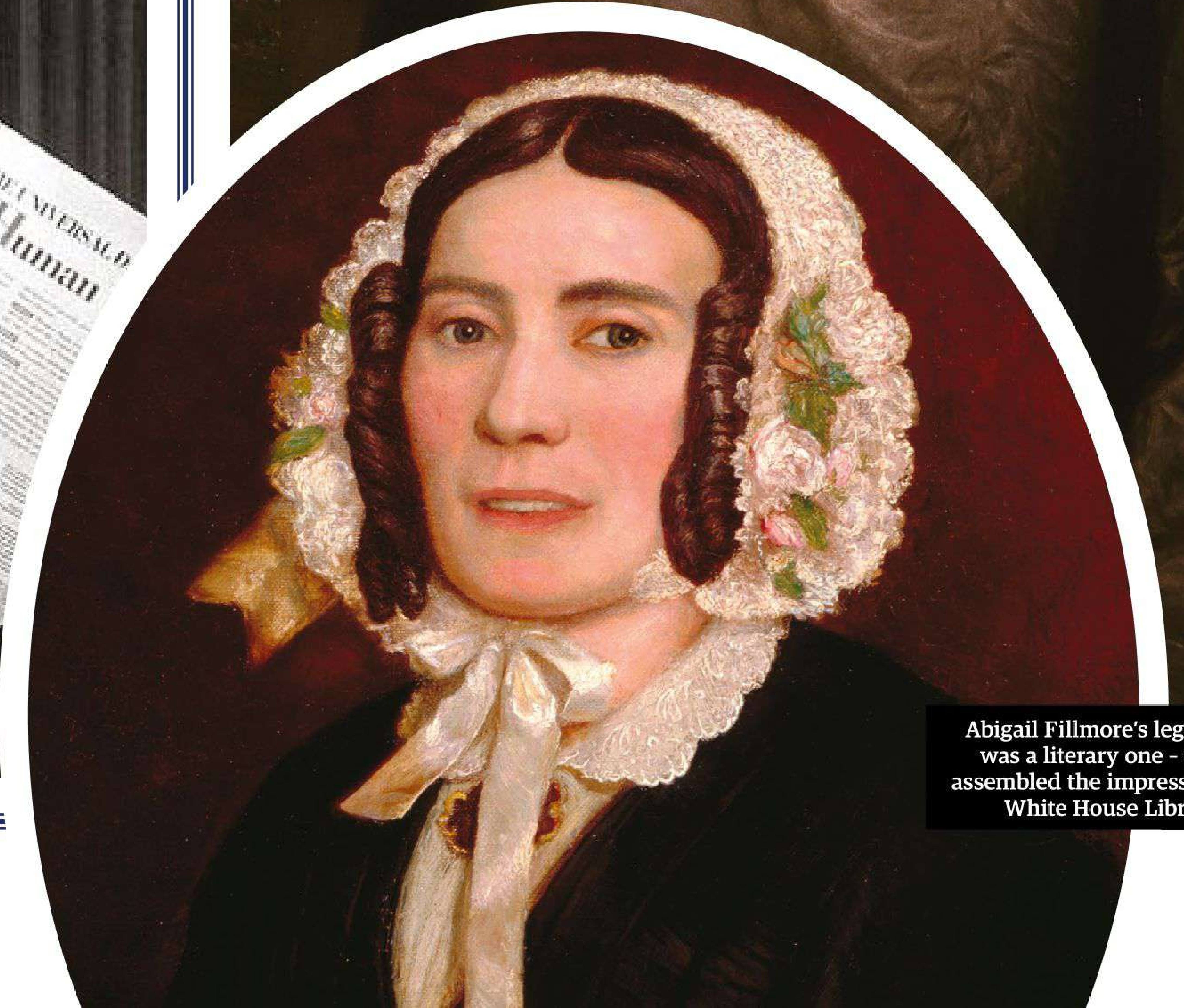
After the war and the death Franklin Roosevelt, her husband's successor – President Harry Truman – appointed Eleanor as a delegate to the UN in 1946, and in this position she headed the Human Rights Commission. In this role she was instrumental in the creation of the Universal Declaration of Human Rights, which now protects the fundamental rights of people all over the world.

THE UNIVERSAL
of Human

After leaving the White House, Eleanor became head of the UN's Human Rights Commission



Caroline Harrison helped to form The Daughters of the American Revolution to recognise the efforts of women in securing independence



Abigail Fillmore's legacy was a literary one - she assembled the impressive White House Library

Inspired by her travels in Japan, Helen Taft was instrumental in the development of the capital's West Potomac Park

Activism in the White House

Florence Harding's lasting legacy was one that we still feel today. As a campaigner and hostess, it was she who provided the blueprint that modern First Ladies have followed. Florence arrived in the White House as women's activism flourished and few were more enthusiastic about it than she. Her personal passion was the care of war veterans but as First Lady, she had an opinion on every subject of note and she made sure to share her thoughts with the people of America.

Florence Harding laid the foundations for every modern FLOTUS

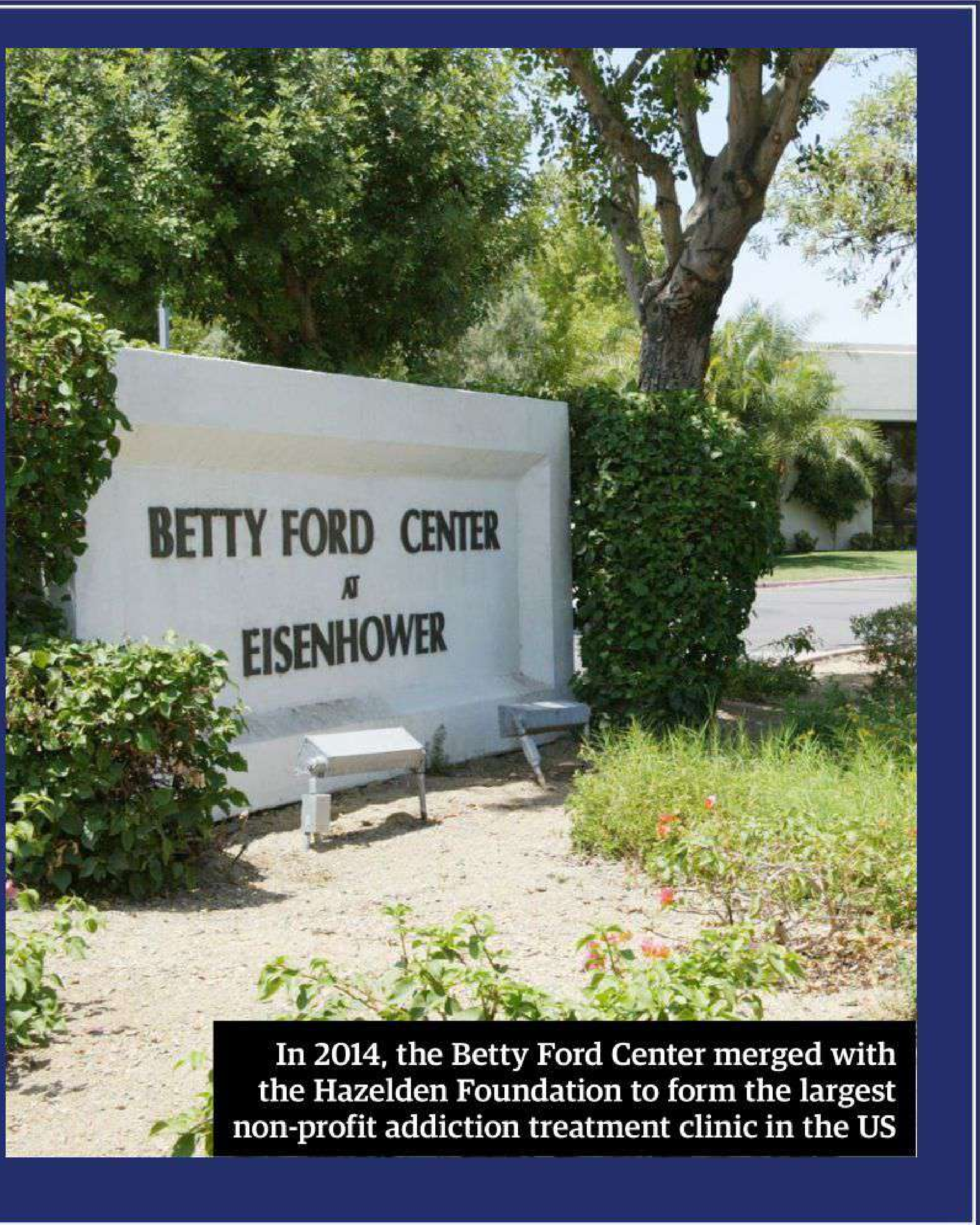
The Betty Ford Center

Known to the media and gossip columnists as the celebrity clinic of choice, the Betty Ford Center in California offers programmes of residential, inpatient and outpatient treatment for people living with substance abuse.

The Center was co-founded in 1982 by Betty Ford, who had been First Lady at the side of President Gerald Ford between 1974 and 1977. In the late 1970s she shocked the nation by openly discussing her own long-running struggle with alcohol and substance abuse in what was an unprecedented move for a former First Lady. This frank openness won her plaudits and admirers and was the start of Betty's long association with the fight against substance abuse.

Betty Ford's own recovery was hard fought and when she emerged from years of treatment, it was with a determination to play her own part in helping others. This eventually resulted in the opening of the Betty Ford Center and today the Center continues to treat patients who are trapped in a cycle of substance abuse, just as Betty hoped that it would.

> "The Betty Ford Center offers treatment for substance abuse"



In 2014, the Betty Ford Center merged with the Hazelden Foundation to form the largest non-profit addiction treatment clinic in the US

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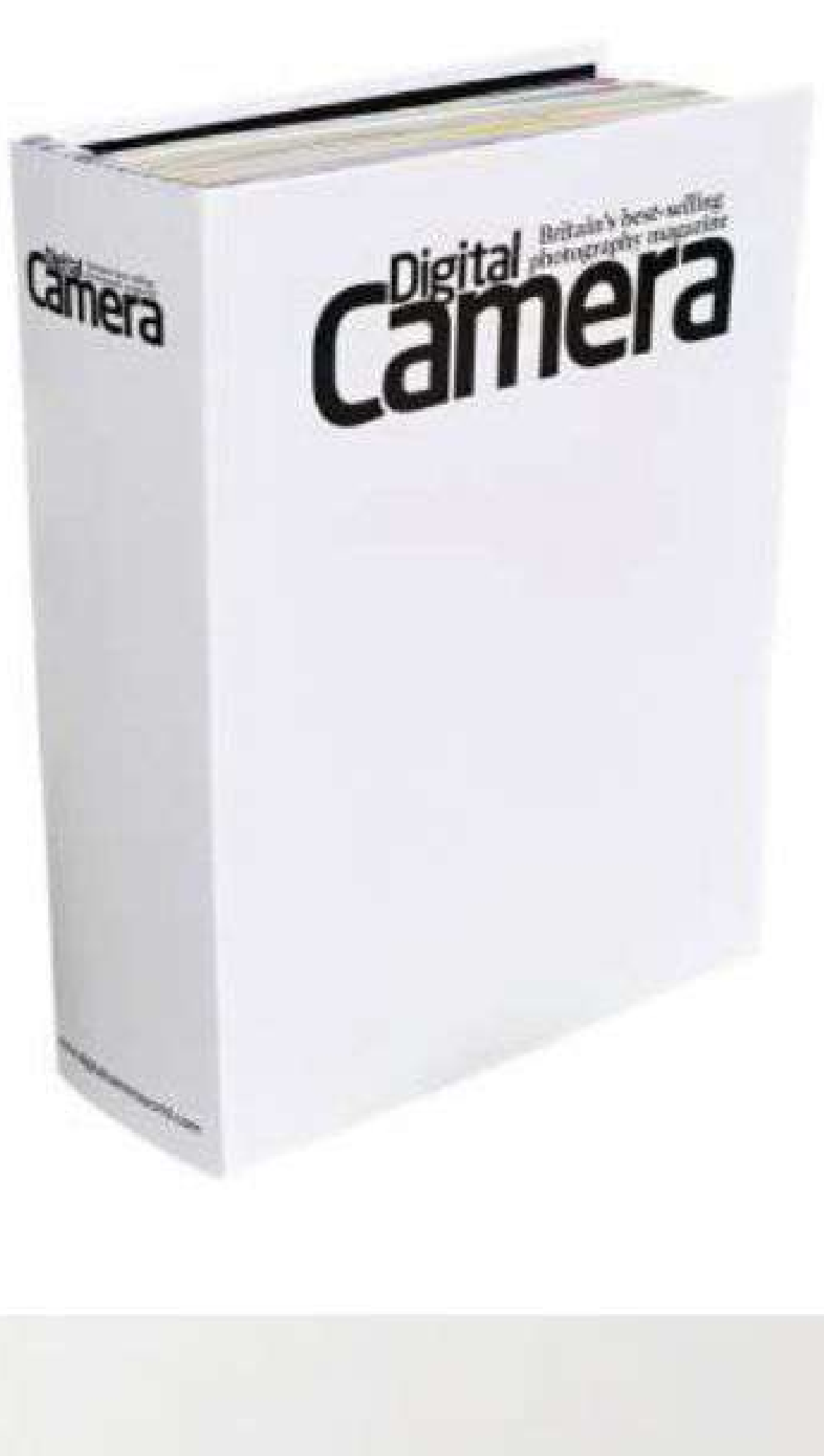
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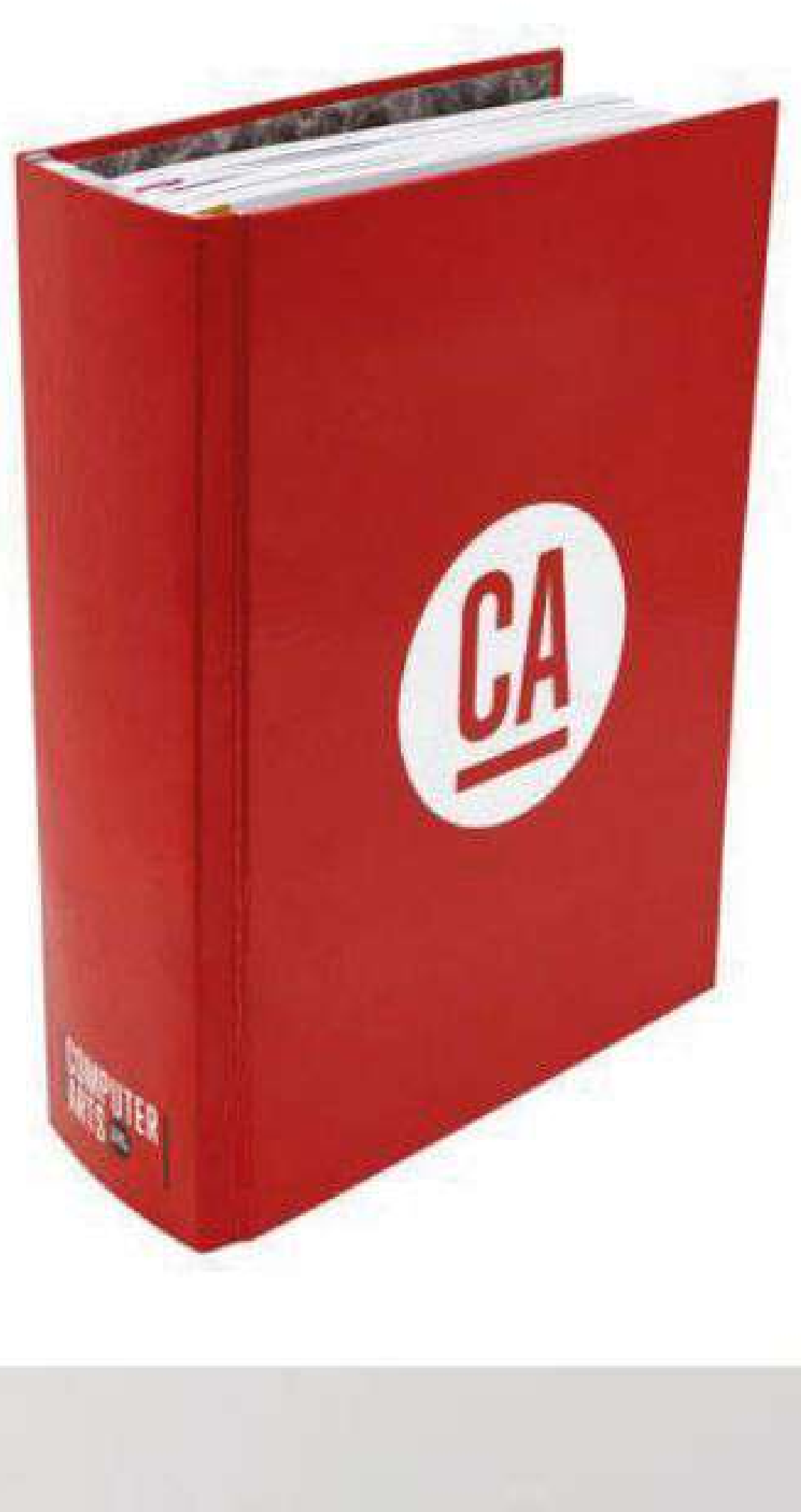

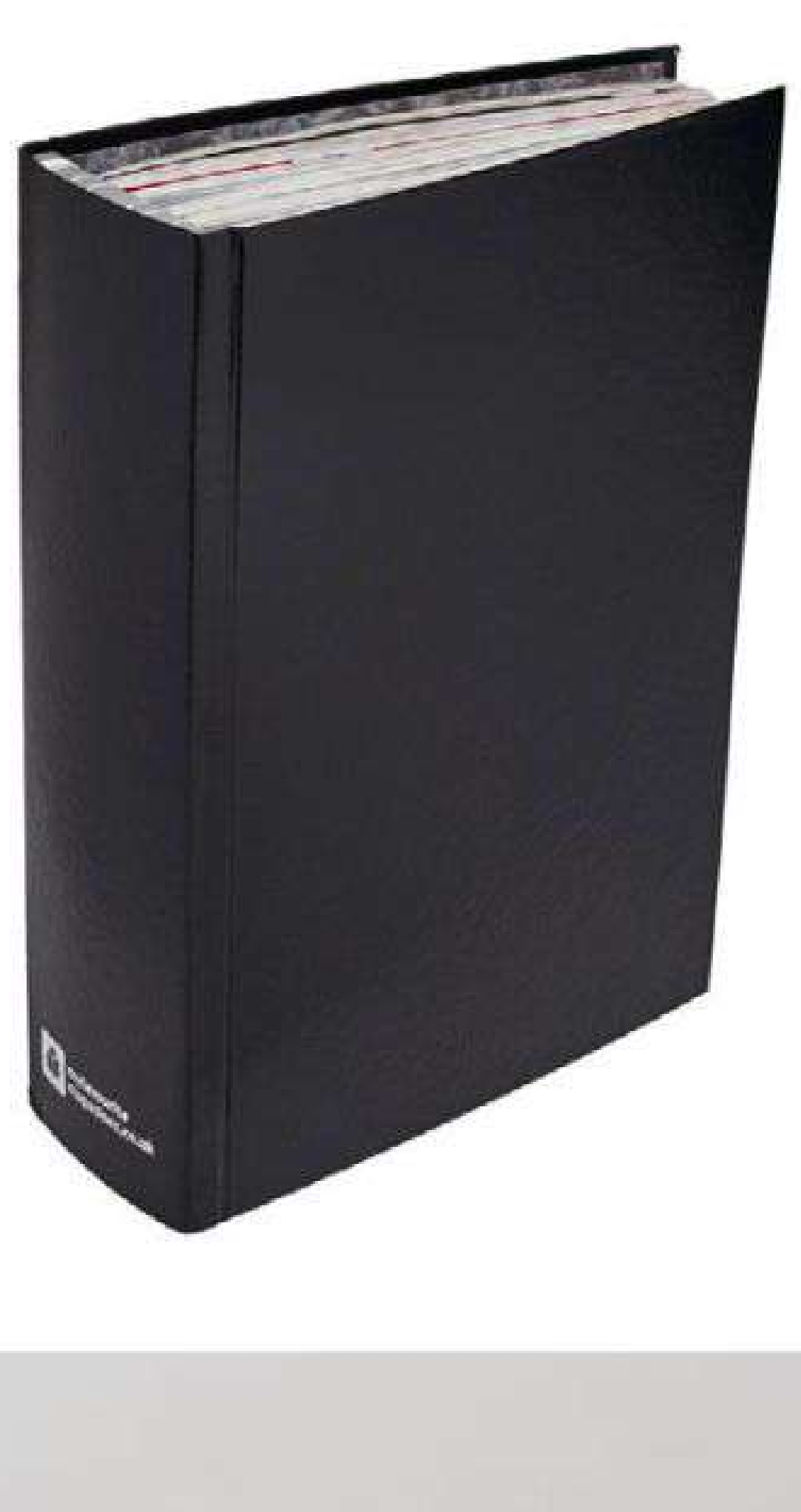

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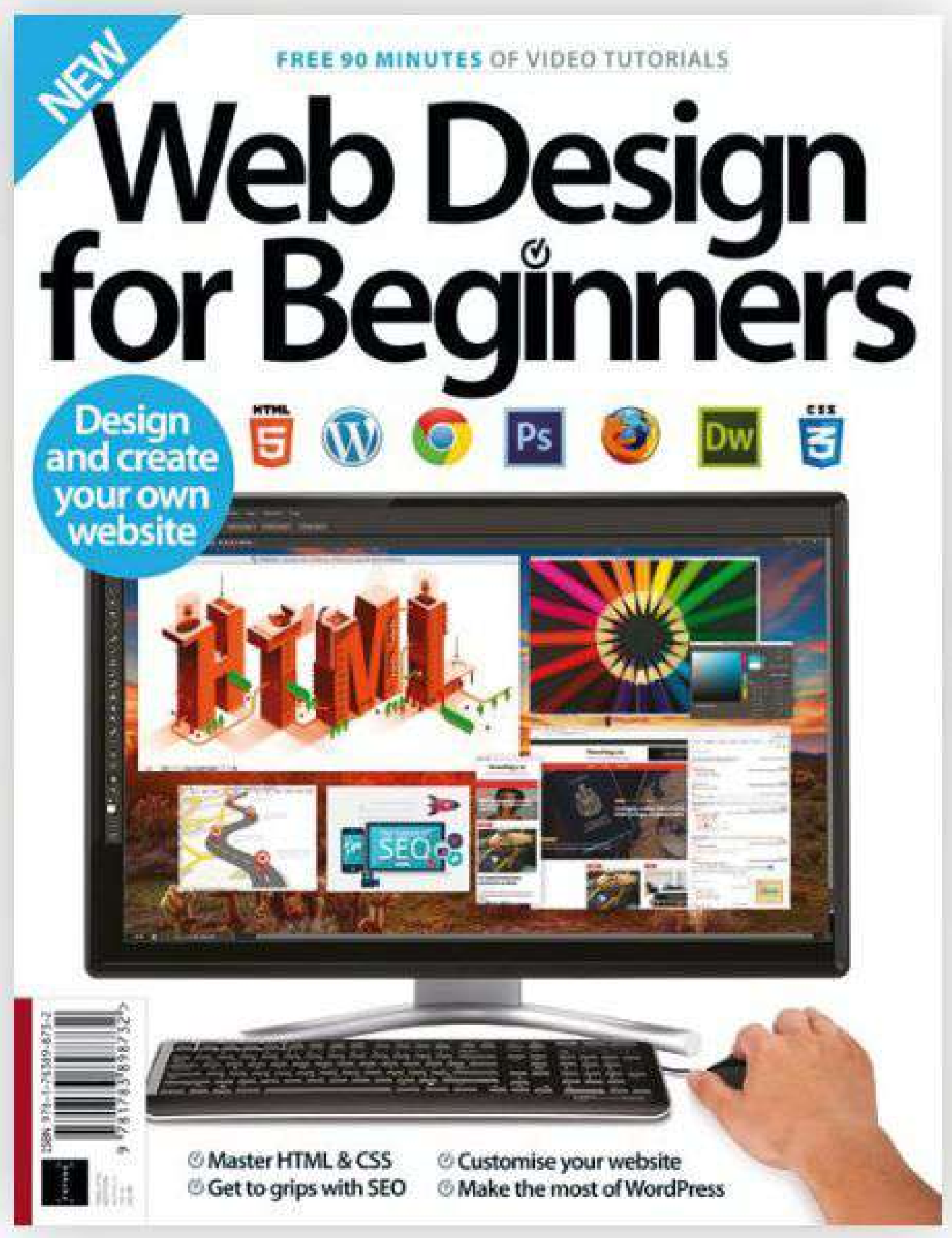
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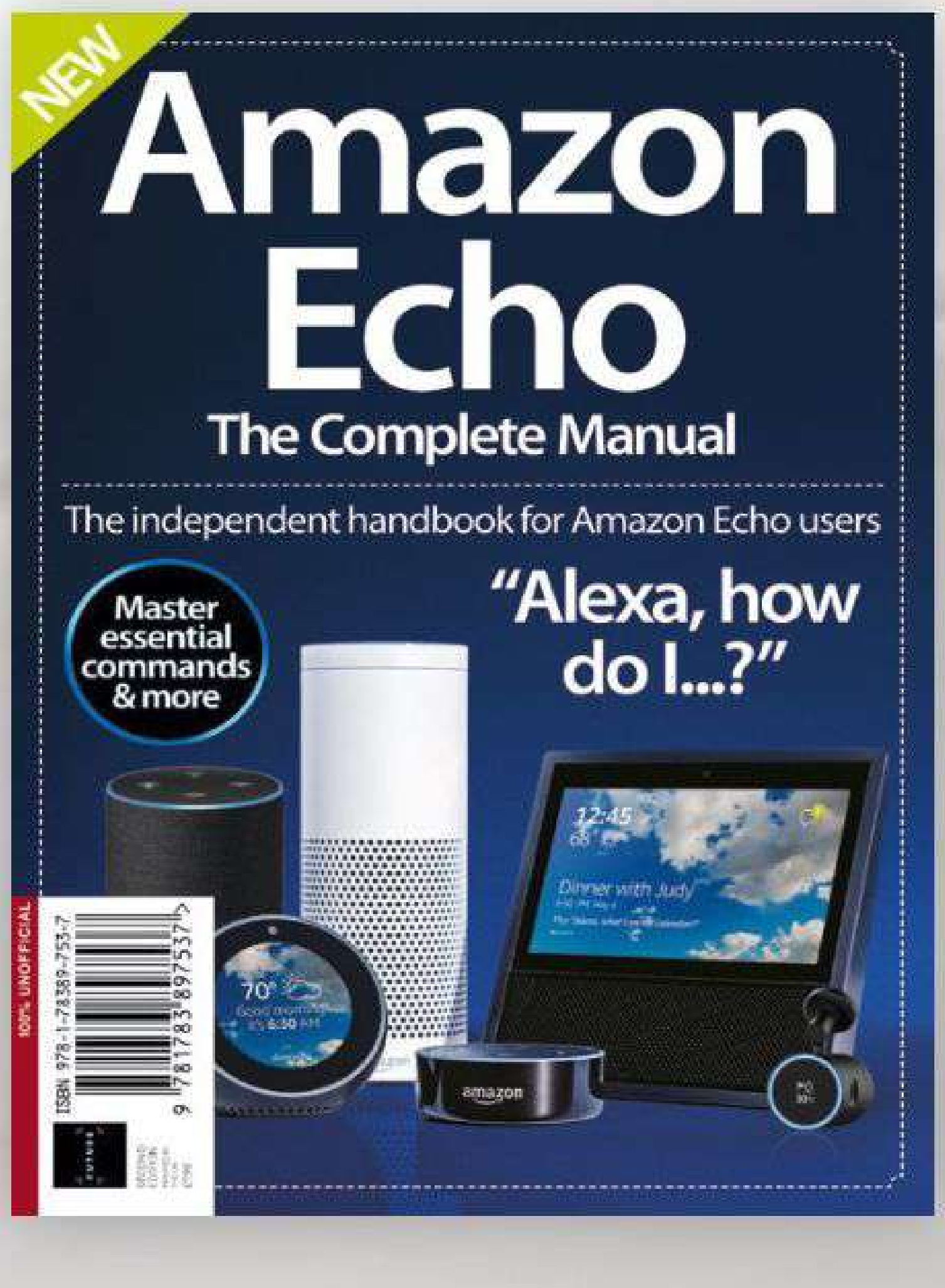
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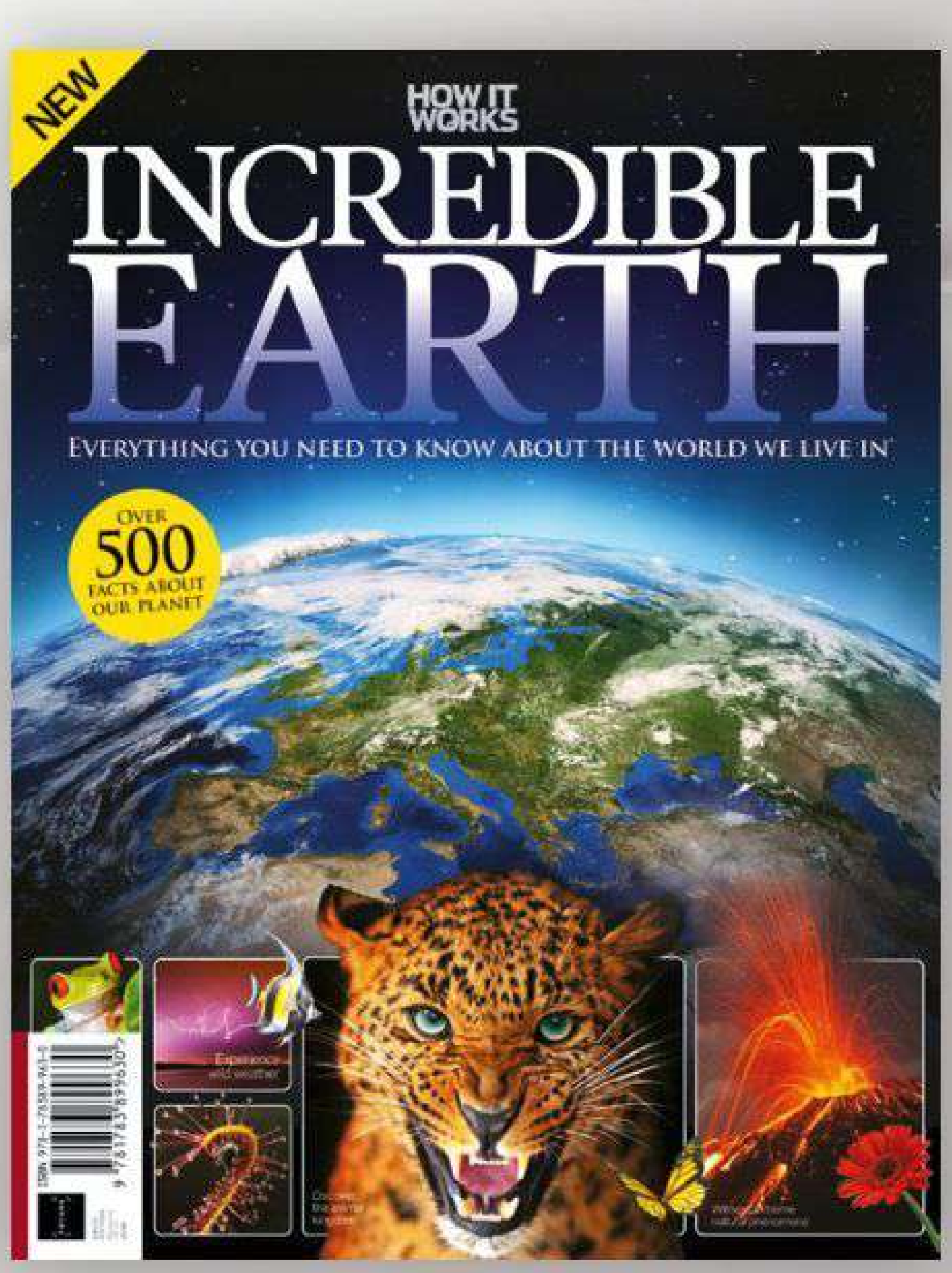
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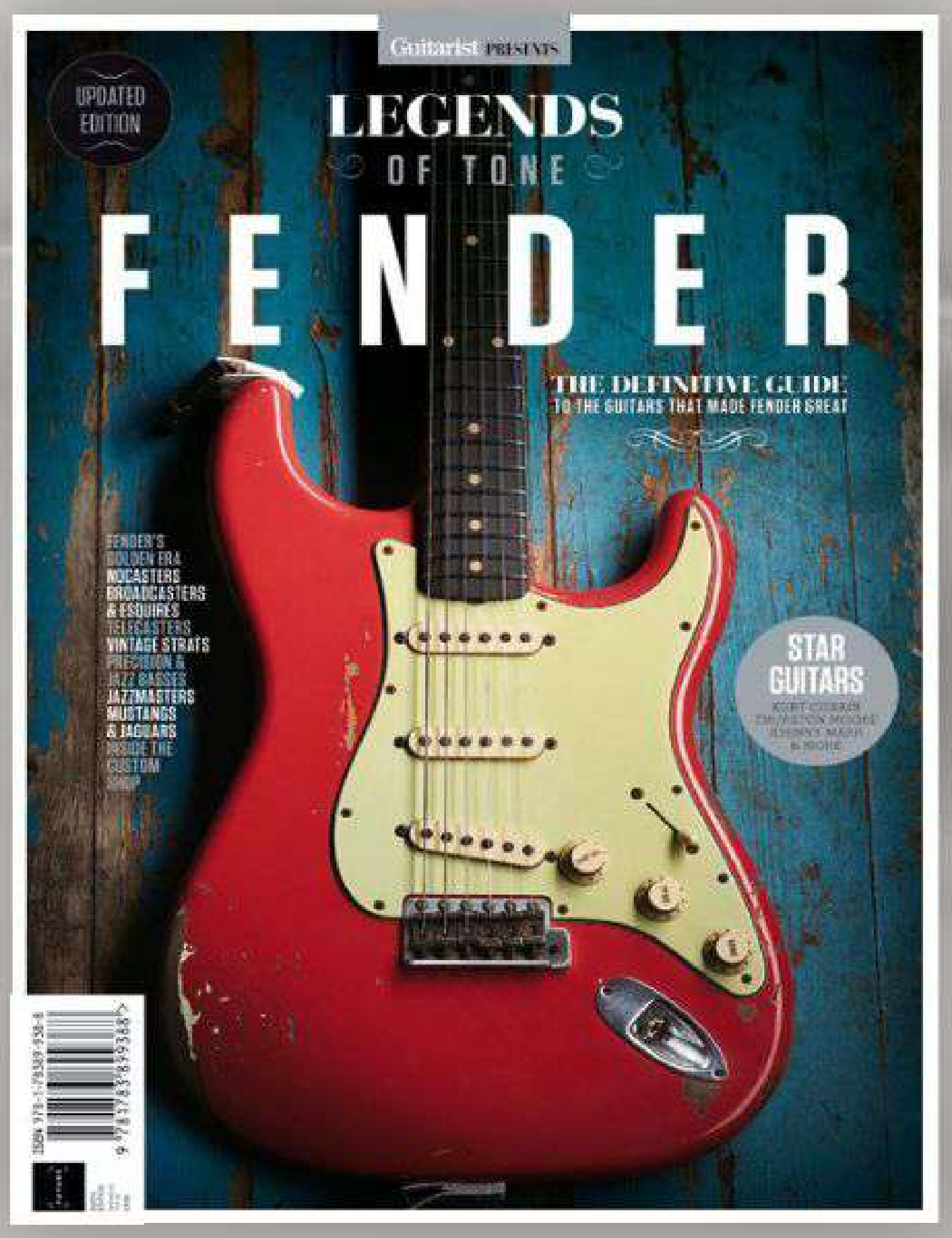
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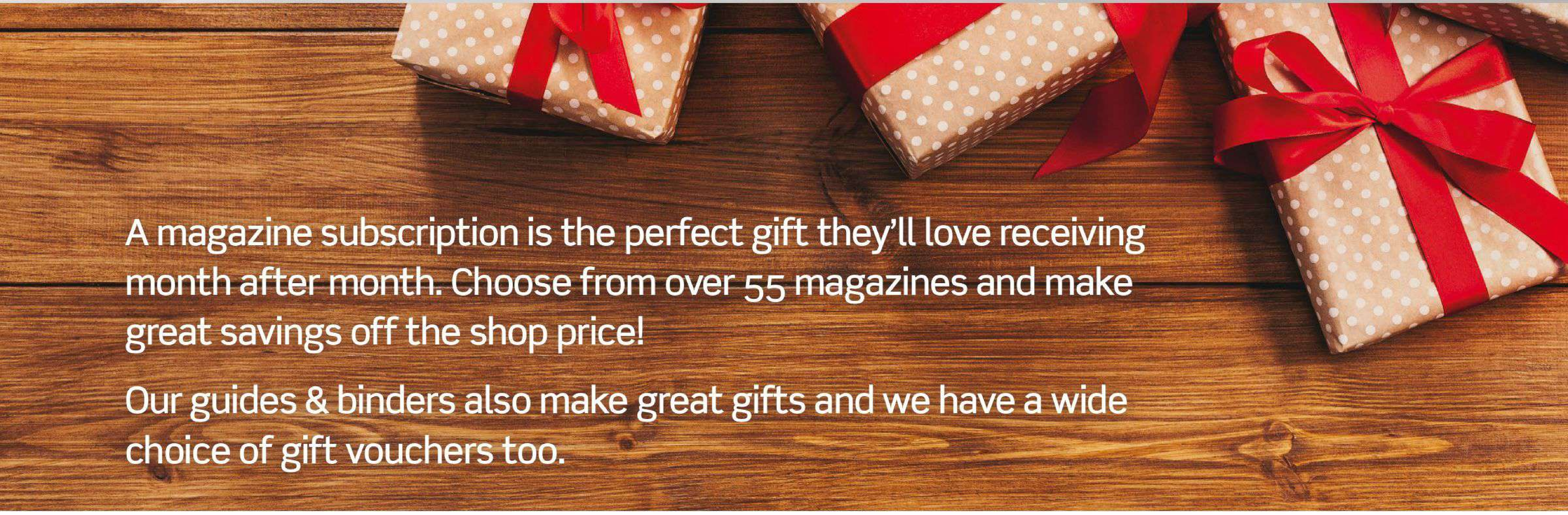

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Being First Lady

BEING FIRST LADY

Though unsalaried and unelected, the First Lady is vital to the White House

First Ladies aren't allowed to open windows in the White House or their car!

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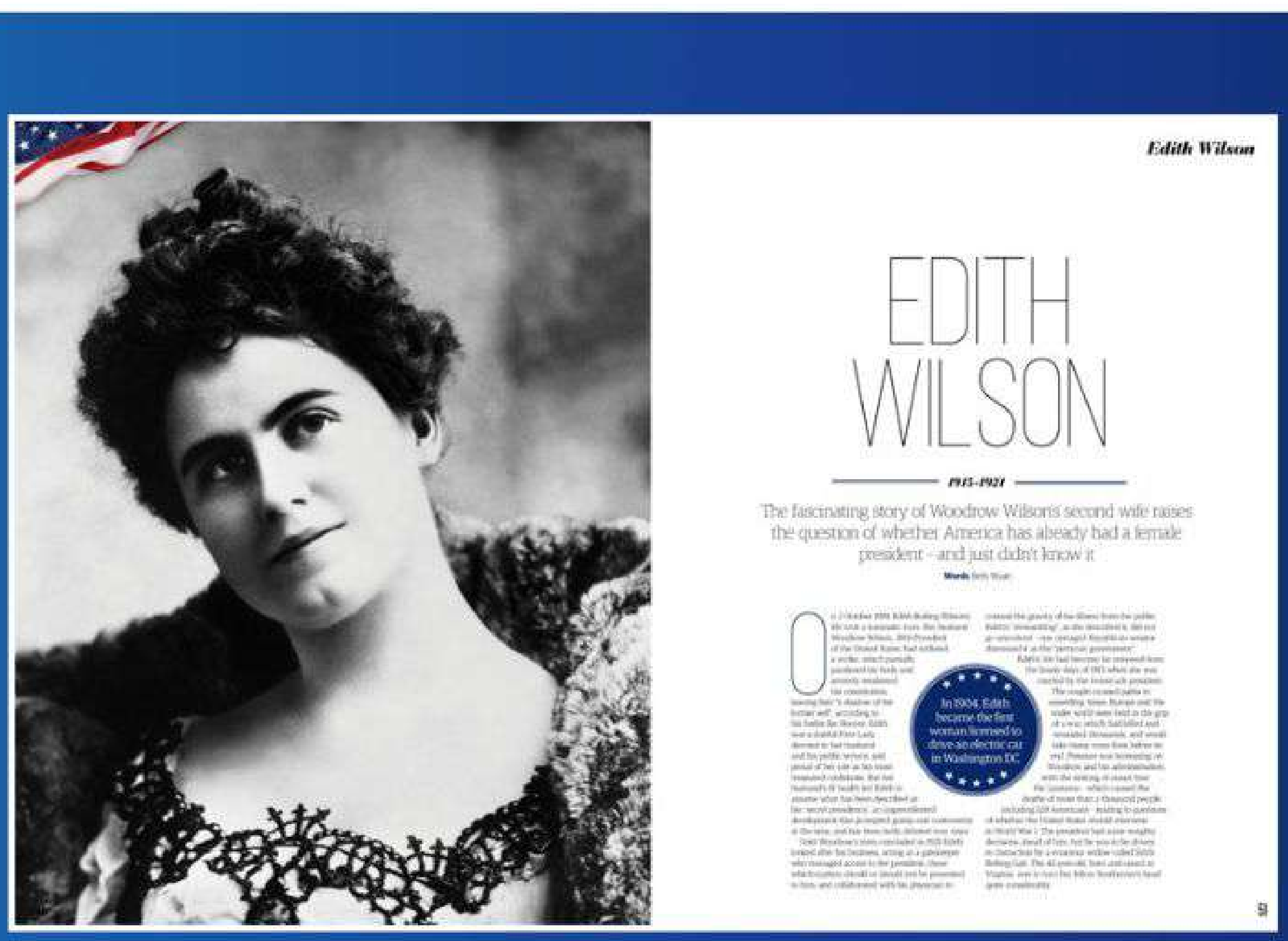
Find out what it takes to succeed in the second hardest job in America



Edith Wilson

EDITH WILSON

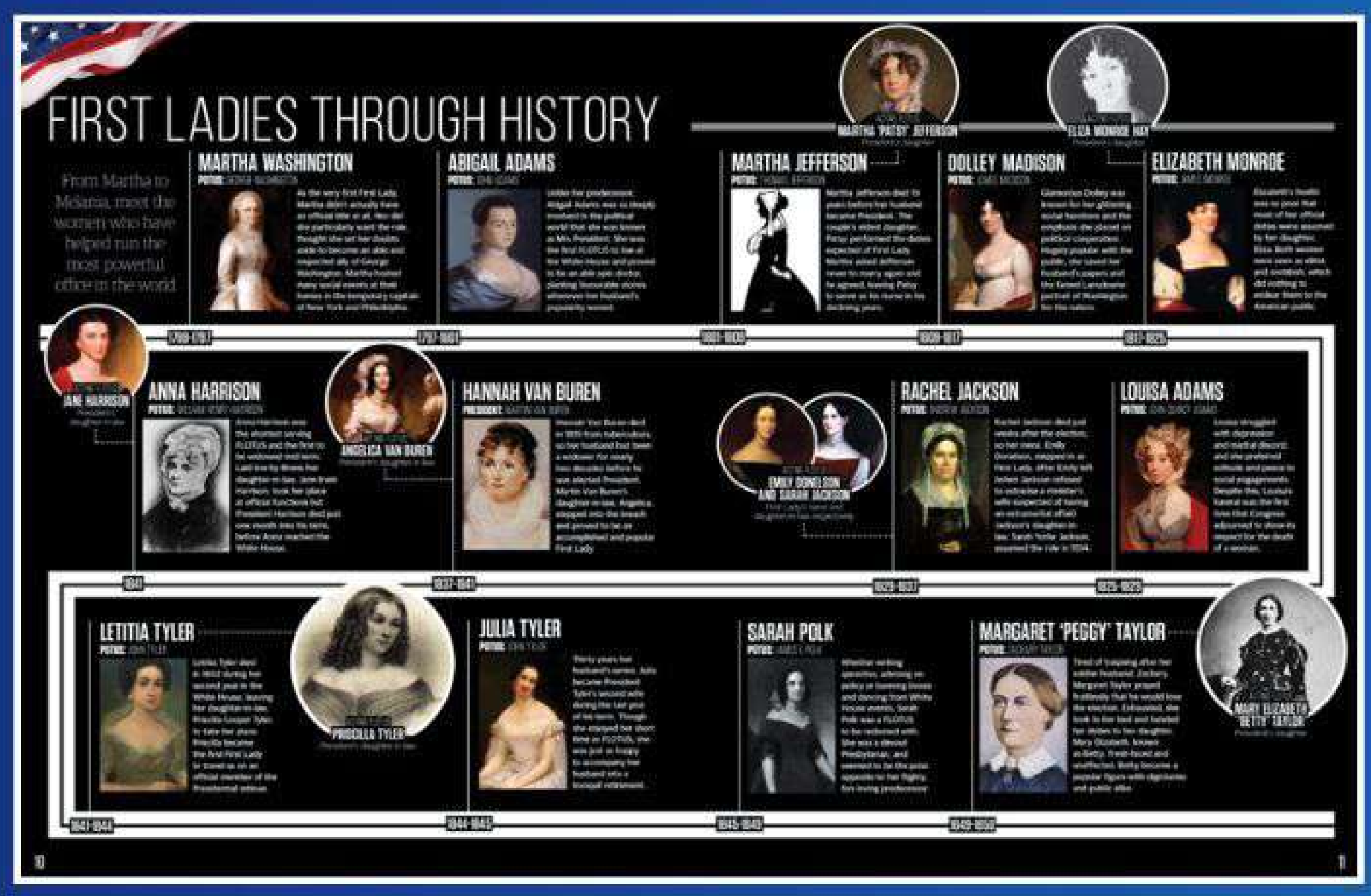
1915-1921

The fascinating story of Woodrow Wilson's second wife raises the question of whether America has already had a female president – and just didn't know it

In 1904, Edith became the first woman licensed to drive an electric car in Washington DC

MADAM PRESIDENT

Has the United States already had its first female President, and just not known it?



FIRST LADIES THROUGH HISTORY

PIONEERING WOMEN

Discover how First Ladies through history created and shaped the role

Lasting legacies

LASTING LEGACIES

Being a First Lady isn't just about parties. Many FLOTUS have championed causes of their own to change the country for the better

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